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THE GENERAL PLAN

CITY OF INDUSTRY

MAY 1971



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Introduction



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PROLOGUE

The General Plan for the City of Industry differs from General Plans formulated for typical California cities. The City of Industry has certain unique characteristics that call for an equally distinct approach to its General Plan formulation. Both the City of Industry General Plan and the process which led to its preparation can be better understood if this point is clarified.

A General Plan is intended to assist a city and its citizenry in formulating, and adopting City aims, goals and objectives, among which are the objectives of orderly growth, sound fiscal policies and enhancement of existing values.

The City of Industry General Plan outlines at the outset clearly stated City goals and proposes action programs keyed to a definition of the ways and means by which these goals and programs can be accomplished.

The spirit of *general* planning normally is just that—general, i.e., directed to the framing of broad policies and objectives which a city should consider over the years at times when it makes a decision that directly or indirectly bears on its destiny. Basic conclusions have been reached during the preparation of the City of Industry General Plan, and they are set forth herein. The unique characteristics leading to the formulation of these basic conclusions account for the more conclusive tone in the City's General Plan.







CITY GOALS AND OBJECTIVES

City of Industry government and civic leadership is dedicated to a primary *goal* of creating and maintaining an ideal setting for manufacturing, distribution and industrial facilities within the City.

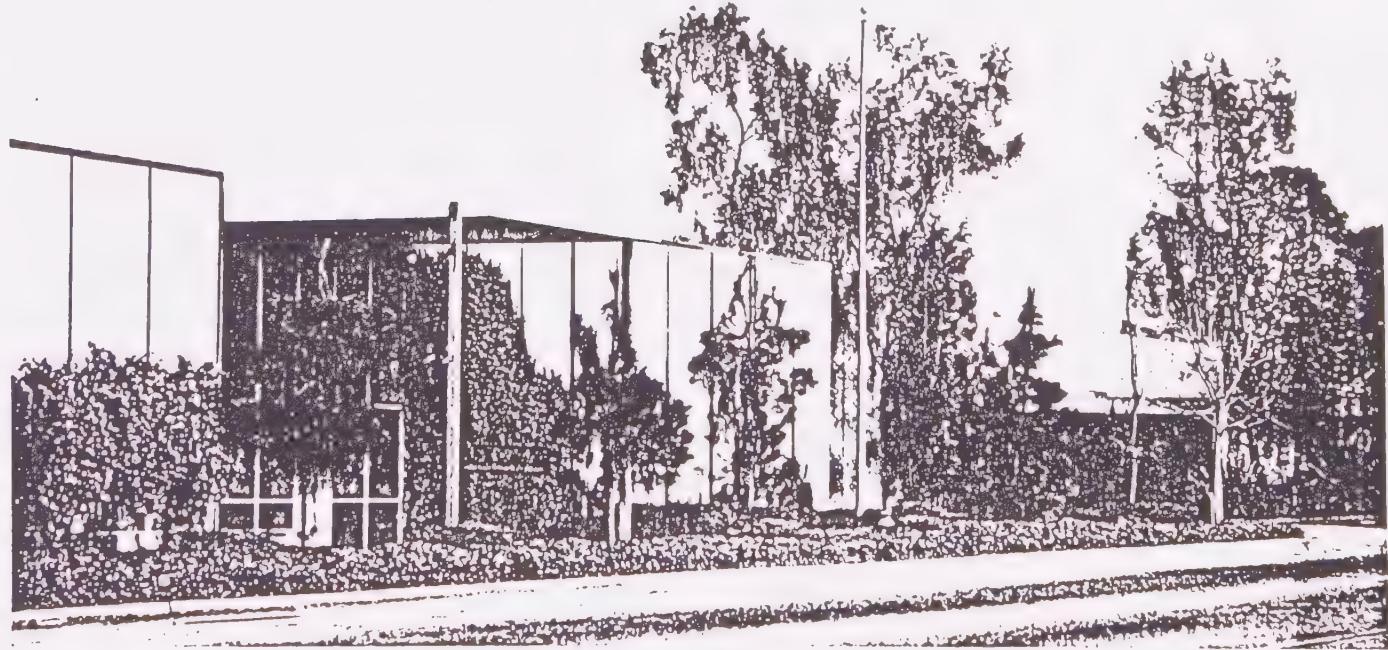
The City of Industry has committed itself to be equally responsive to the creation of a setting that is complementary to its neighboring communities.

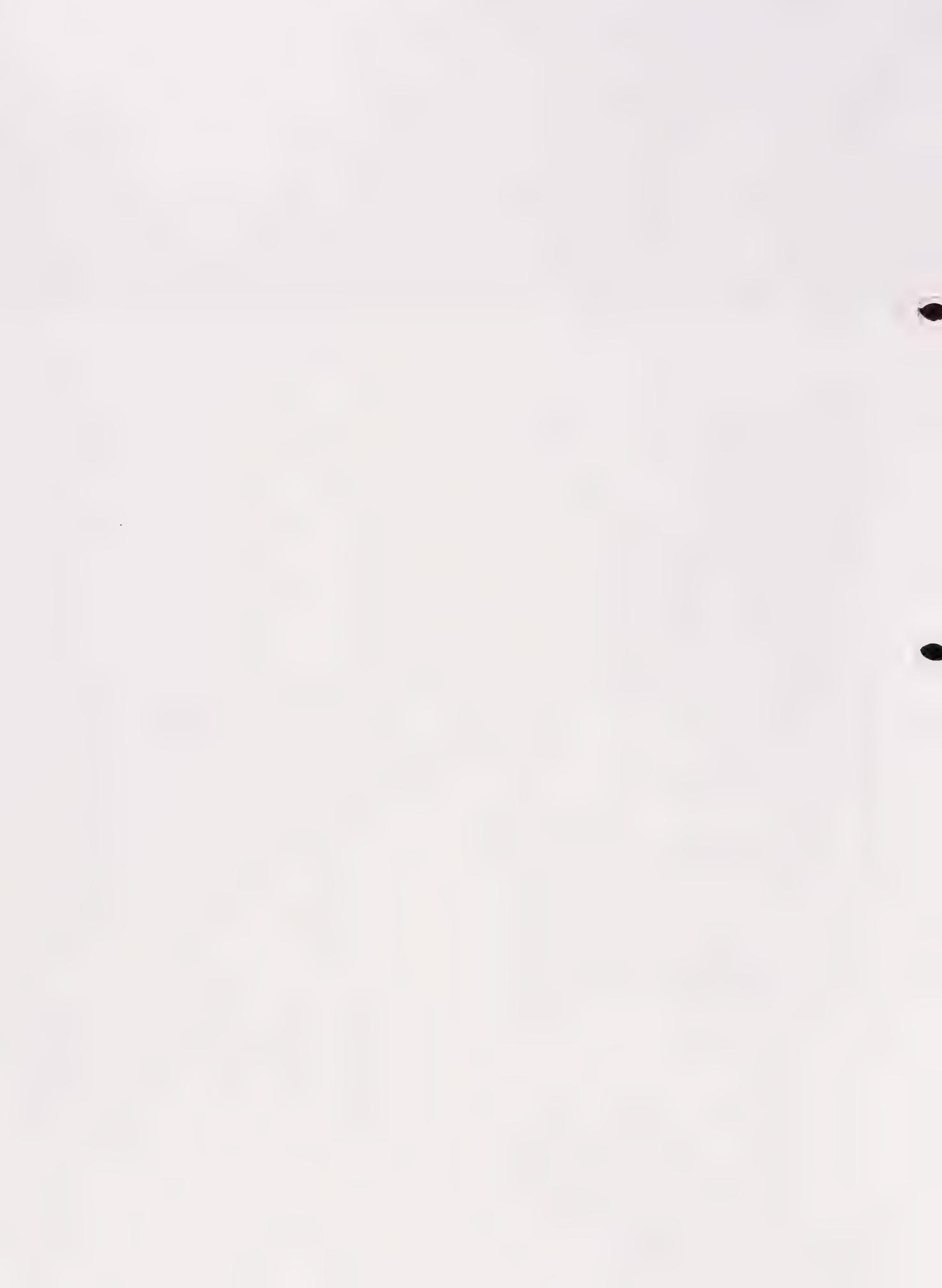
Principal objectives established to work toward the above goals are:

1. The maintaining and further development of an employment base in the San Gabriel Valley and the Los Angeles metropolitan area.
2. The initiation of capital improvement

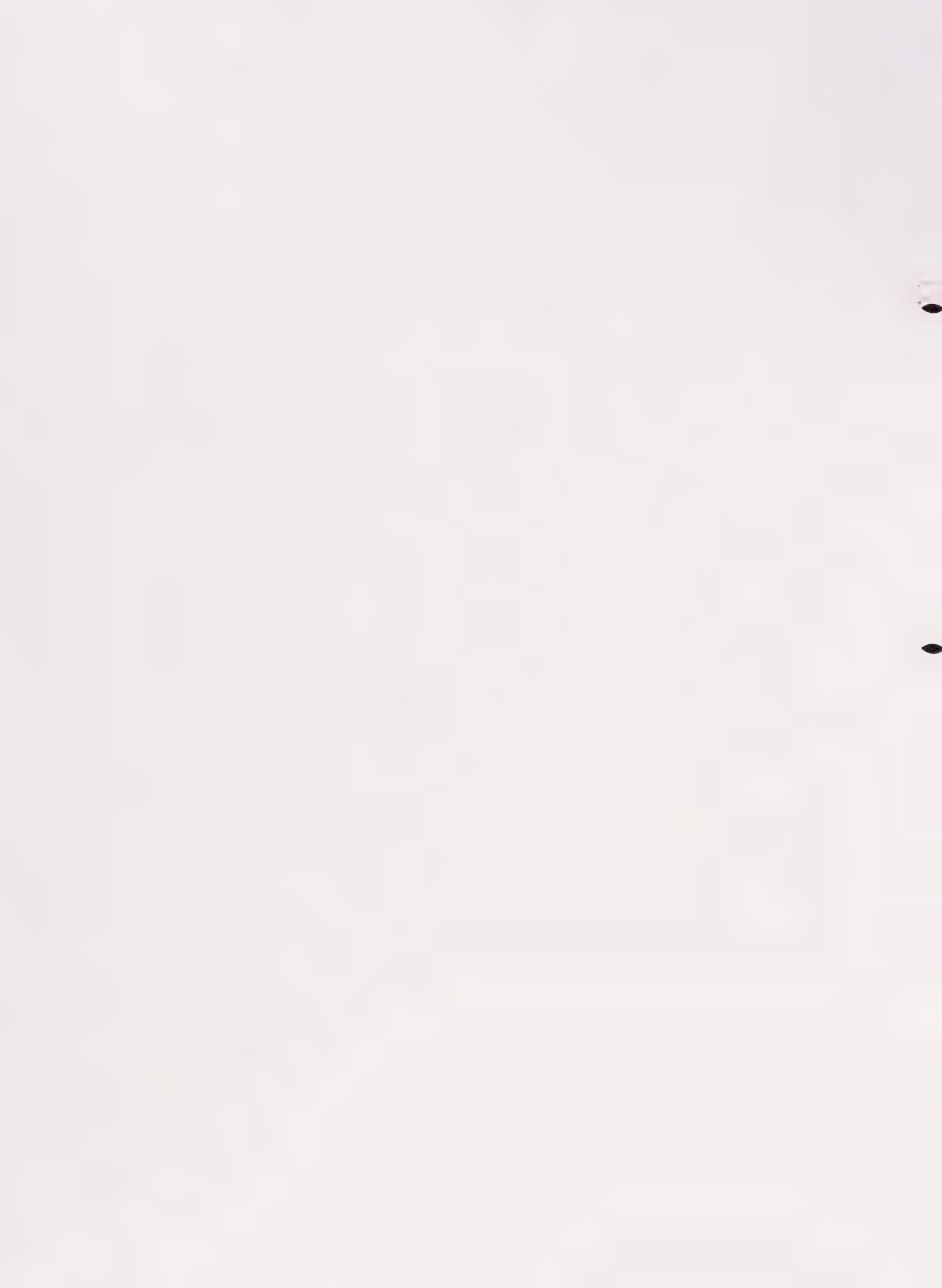
programs and incentives designed to provide a full range of industry requirements; such programs shall serve industry presently located in the City and will, on a nationwide basis, stimulate and support investment.

3. The acceleration and sustaining of a tax base which can support the overall growth potentials of the area.
4. The development of a highway and street network that will serve all circulation desires with a minimum of conflict and inconvenience.
5. The perpetuation, in some instances, and instigation in others, of programs to beautify the City of Industry throughout, and to conserve its natural resources.
6. Encouragement of commercial, professional and service uses to support manufacturing, distribution and industrial uses.





Existing Conditions



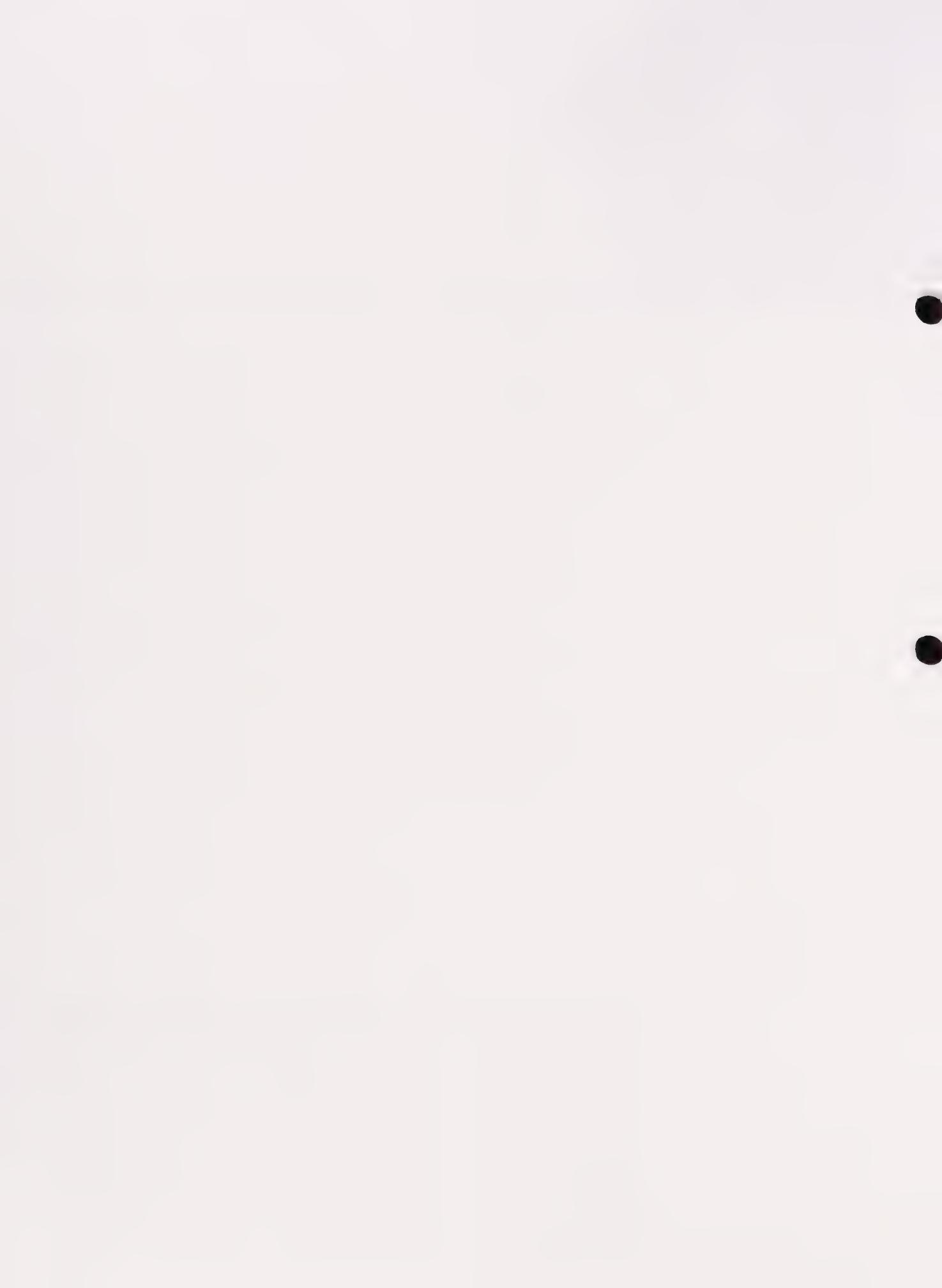
EXISTING CONDITIONS

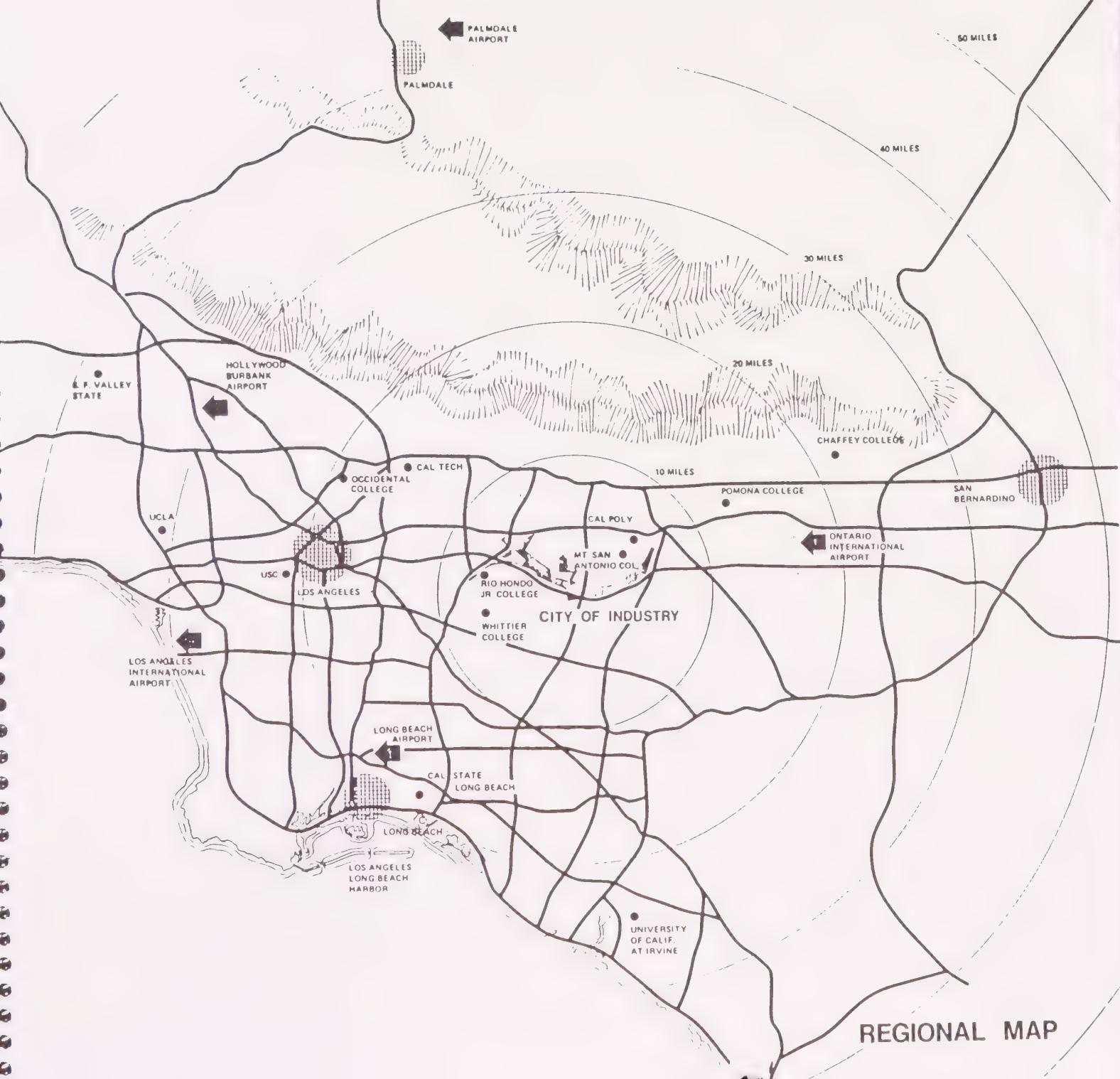
Regional Orientation

The City of Industry incorporates an area of about ten square miles in the east San Gabriel Valley, stretching 15 miles from El Monte in the west to Pomona in the east. It is strategically located within the Los Angeles metropolitan area, being approximately 20 miles from Downtown, 34 miles from the Ports of Los Angeles and Long Beach, and 30, 18 and 30 miles respectively from Los Angeles, Ontario, and the proposed Palmdale International Airports.

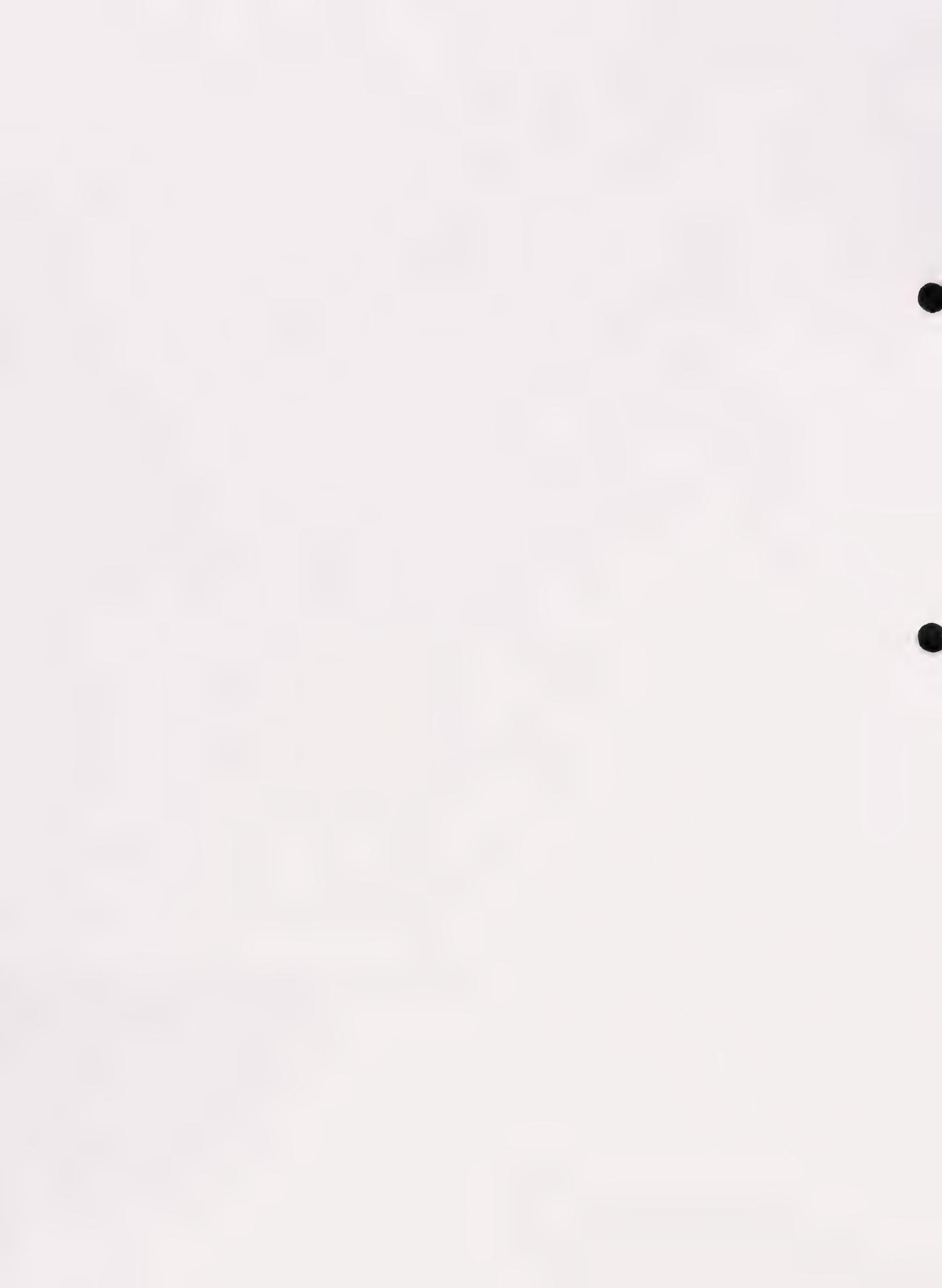
Road access to the City is excellent. It is served by three freeways at the present time: the San Gabriel River Freeway, the San Bernardino Freeway and the Pomona Freeway. Accessibility will be improved even further with the completion of the San Gabriel River and Orange Freeways, and the construction of the Huntington Beach Freeway. The City is served directly by the Southern Pacific and Union Pacific Railroads with the former operating a main line switching yard within the City.

The City of Industry serves as a substantial employment base for about one half million residents living in the east San Gabriel Valley. There is a wide range of services available within a very short distance. For example, there are two junior colleges and several State and private colleges and universities within a ten-mile radius of the City including California State Polytechnic, Whittier College, Claremont College, La Verne College and Pomona College.





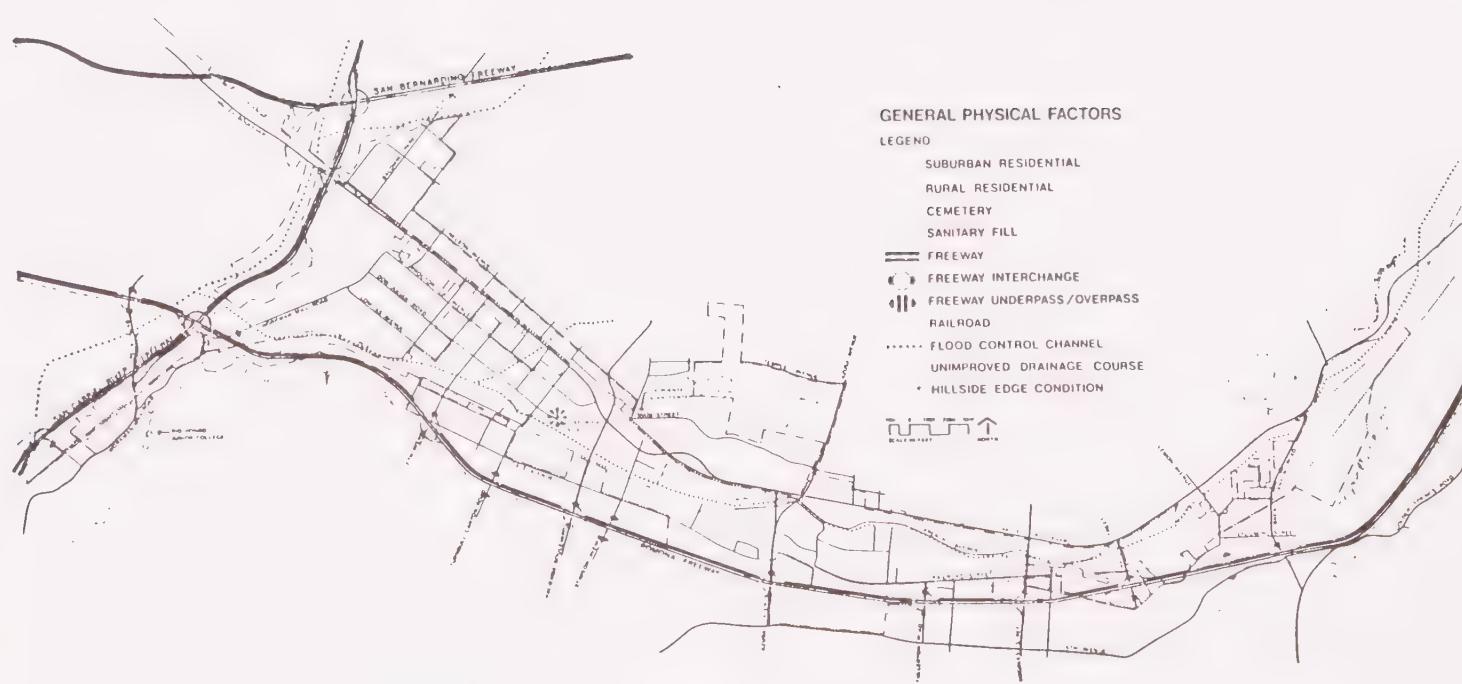
REGIONAL MAP

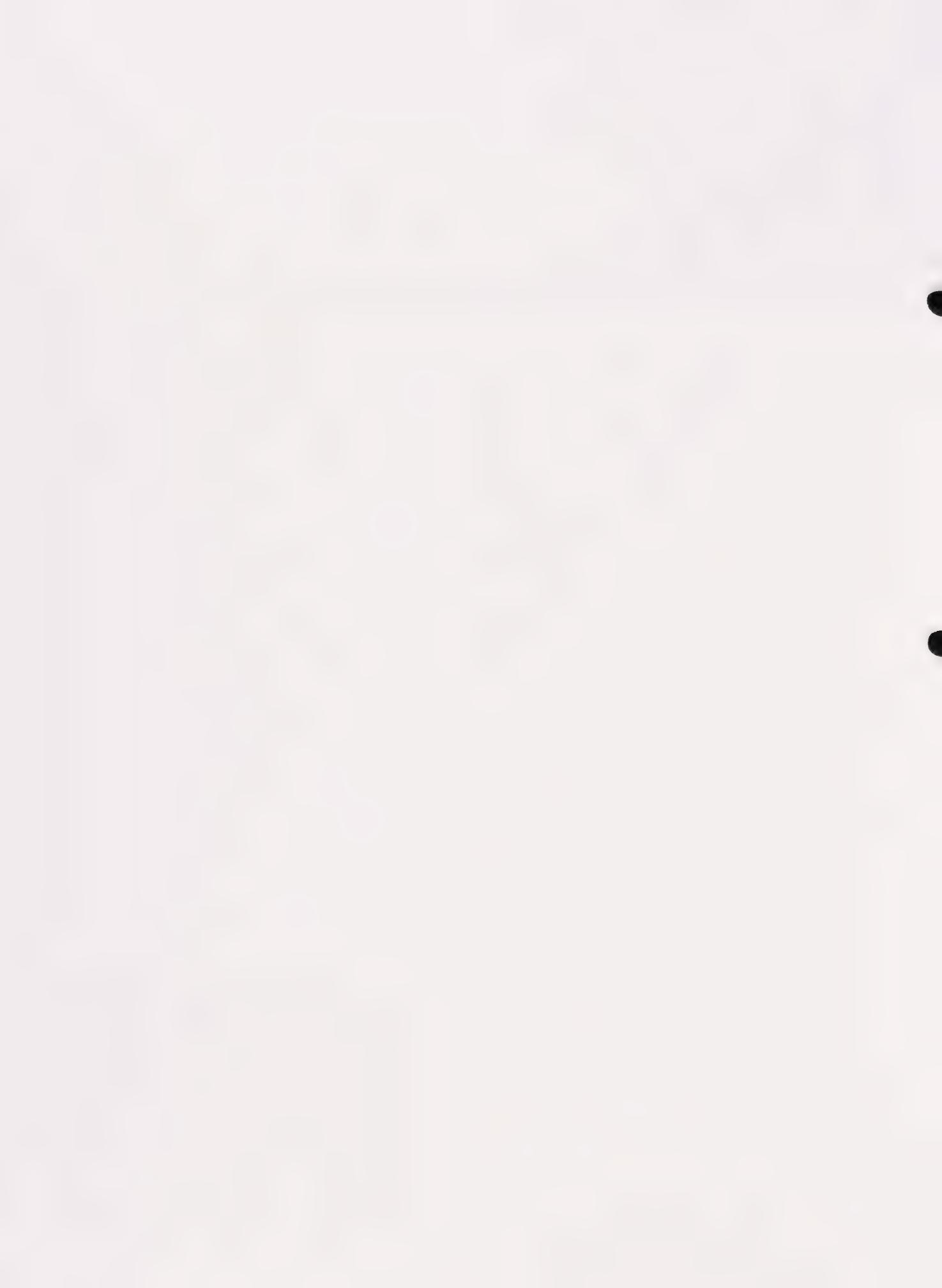


Existing Land Use

The drawing indicates in general the physical factors affecting the land use development of the City of Industry. The City is surrounded by suburban residential development which includes some rural residential development. There are hillside edges to the south and east, and two major cemeteries which act as edges to the southwest. The Pomona Freeway runs along the entire southerly edge of the City with seven interchanges serving it. The two railroads, Southern Pacific and Union Pacific, run parallel to the freeway. There is a major switching yard between Stimson Avenue and Azusa Avenue, and a stockyard at the extreme eastern end of the City.

Flooding, which was a major problem in earlier years, has been alleviated considerably with the construction of the San Jose Flood Control Channel. There are, however, still many unimproved drainage courses within the City, which tend to retard the full potential growth of the area.



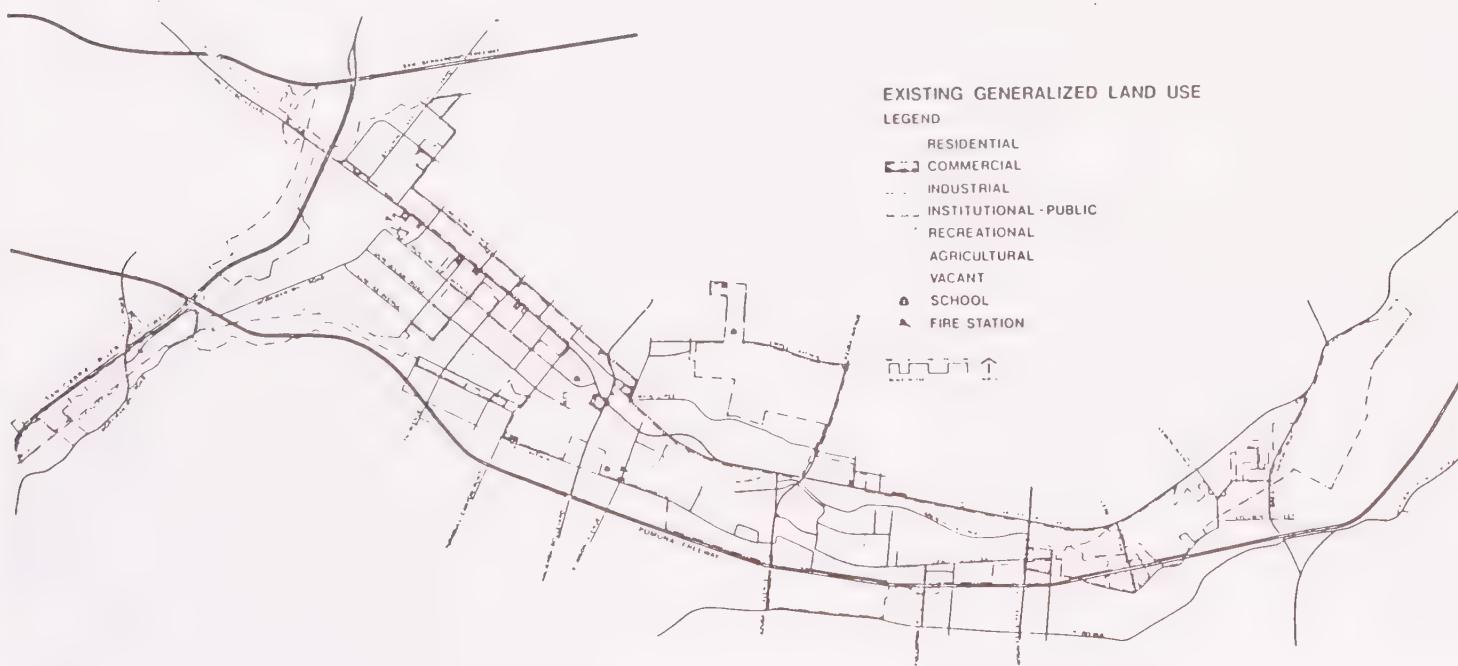


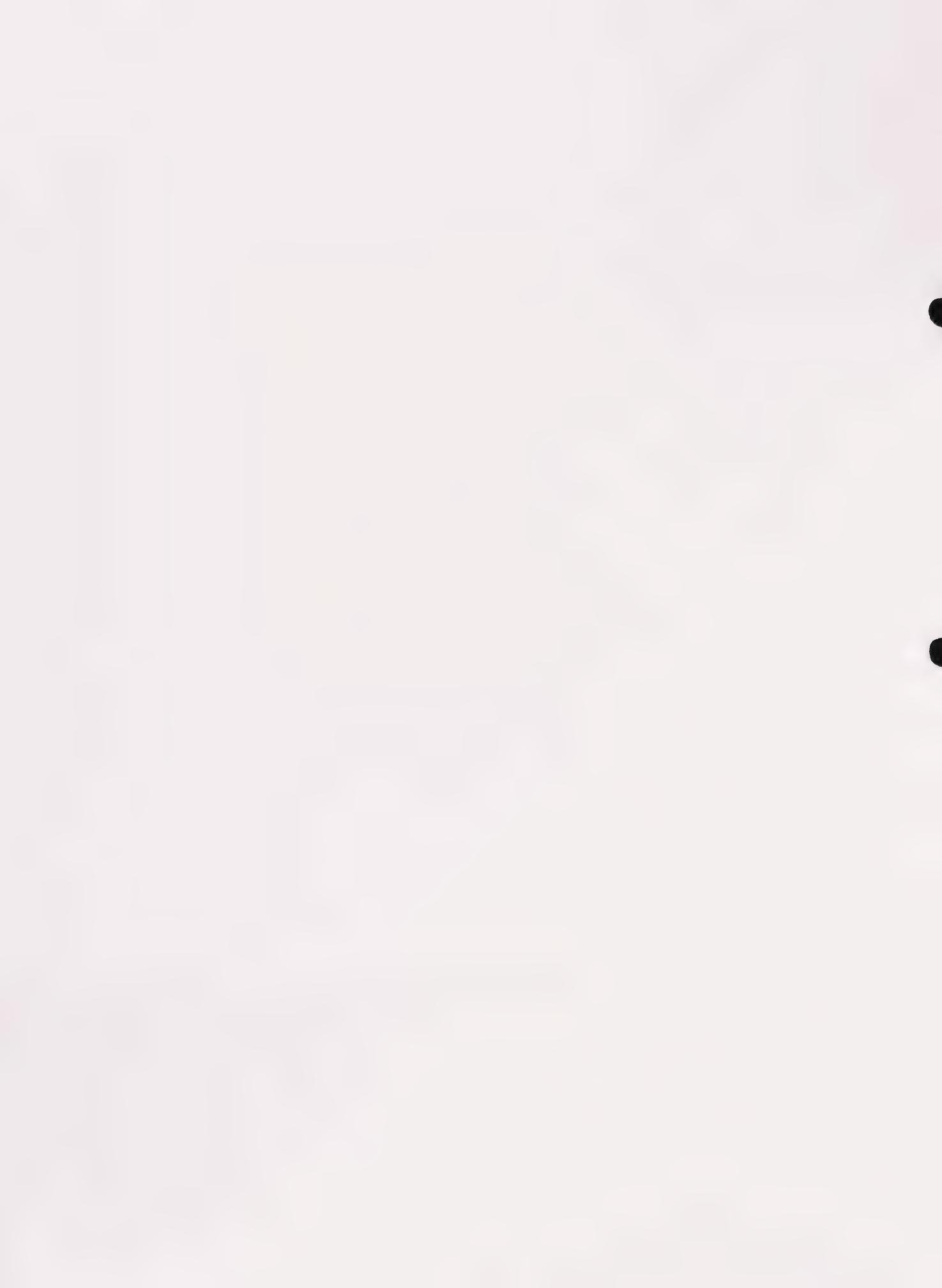
There is an abandoned sanitary fill site owned by the City in the hills north of Valley Boulevard at Azusa Avenue, and the north section of this parcel is heavily wooded.

The density of development within the City is generally highest towards the west. There is still a substantial amount of vacant land throughout the City, particularly east of Hacienda Boulevard, and many areas still are in agricultural use at the eastern end of the City.

The major land use is industrial, which is evident throughout the City. There are limited areas of commercial use, mainly at Valley and Hacienda Boulevards. Residential areas are small and are located throughout the City, being those areas which were developed when the City was still an agricultural area. The major recreational area is the California Country Club at the extreme west end of the City, adjacent to the San Gabriel River Freeway. There are two schools within the City limits.

as well as an adult high school on Proctor Avenue, two fire stations, a sanitarium and a church.





Utilities

The Storm Drain System

The primary storm drain facility serving the City of Industry is San Jose Creek. The improvement of the section through the City has served to eliminate the worst flooding problems which beset the City in its early years. La Puente Creek joins it just east of Seventh Street, and it in turn joins the San Gabriel River just north of the interchange between the San Gabriel River and Pomona Freeways. Walnut Creek generally forms the northwest boundary of the City.

There are still areas where comparatively major flood controls are necessary, particularly east of Azusa Boulevard. As explained in the section on Obstacles and Problems, these problems will have to be solved to assure full economic potential development of the land in the area.

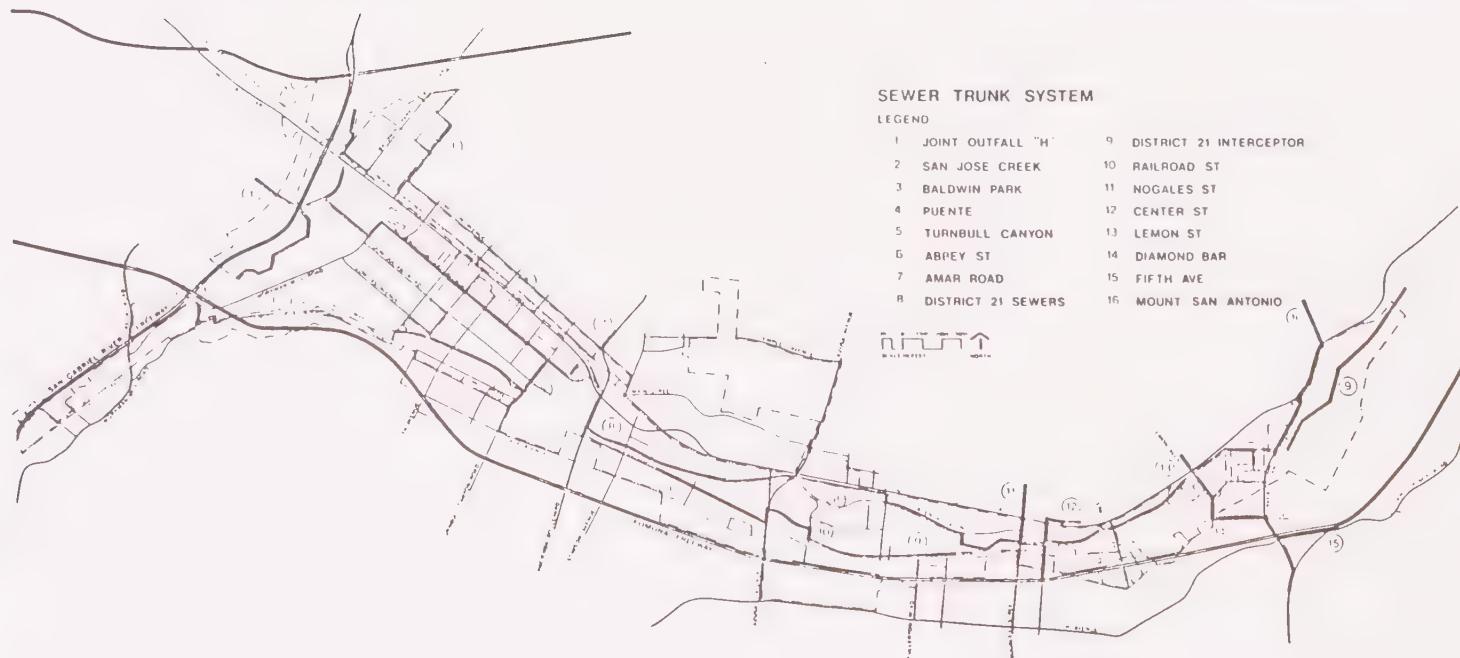
Some of the secondary storm drainage is underground; however, the City of Industry is

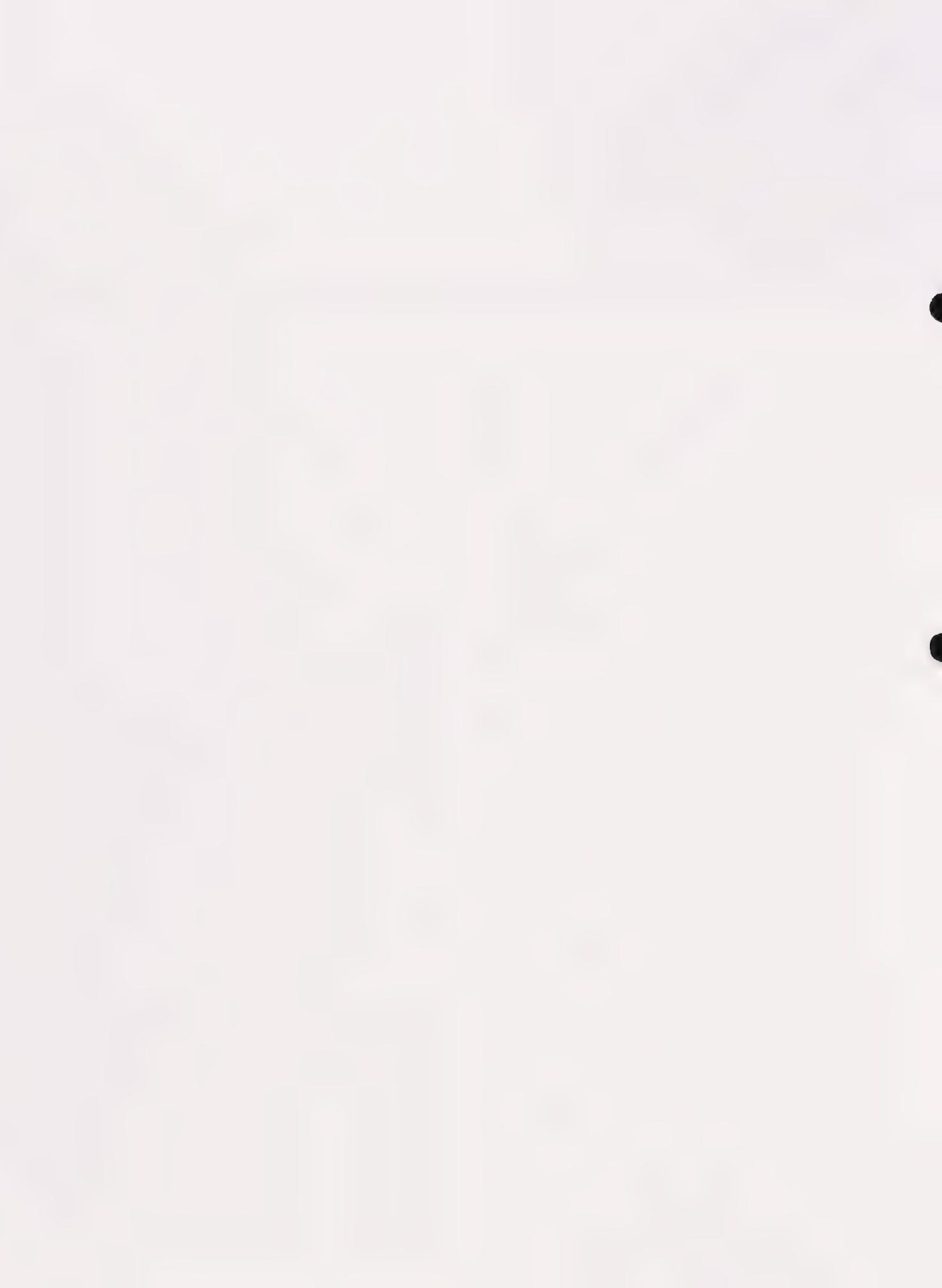
characterized by the open storm drains which follow the street system. The accompanying photographs give an indication of the blighting effect created by this system. For public health and safety, and the improved aesthetic quality of the City, it is essential that the secondary storm drainage system be improved and undergrounded.

The Sanitary Sewer System

Most of the City of Industry lies within three Los Angeles County Sanitation Districts. These are District No. 15, District No. 18, and District No. 21. Those areas not yet having sewer service will have to annex to the appropriate sanitation district for service to be made available.

The trunk sewer runs to the south of San Jose Creek. It presently connects to the County Sanitation District system and is processed at the Carson Sewage Treatment Plant, until completion of the new plant at the junction of the San Gabriel River and Pomona Free-





ways.

The extent of the system is shown on the accompanying drawing.

Water

The City is served by seven separate water companies. While the supply is adequate, it can be seen from the map that the multiplicity of jurisdictions creates major problems for potential developers with some areas being split between three suppliers.

Electricity

Adequate electrical supply is provided to the area by Southern California Edison Company. Specialized services are available to industrial users with rates depending on demand. There are four substations located within the City.

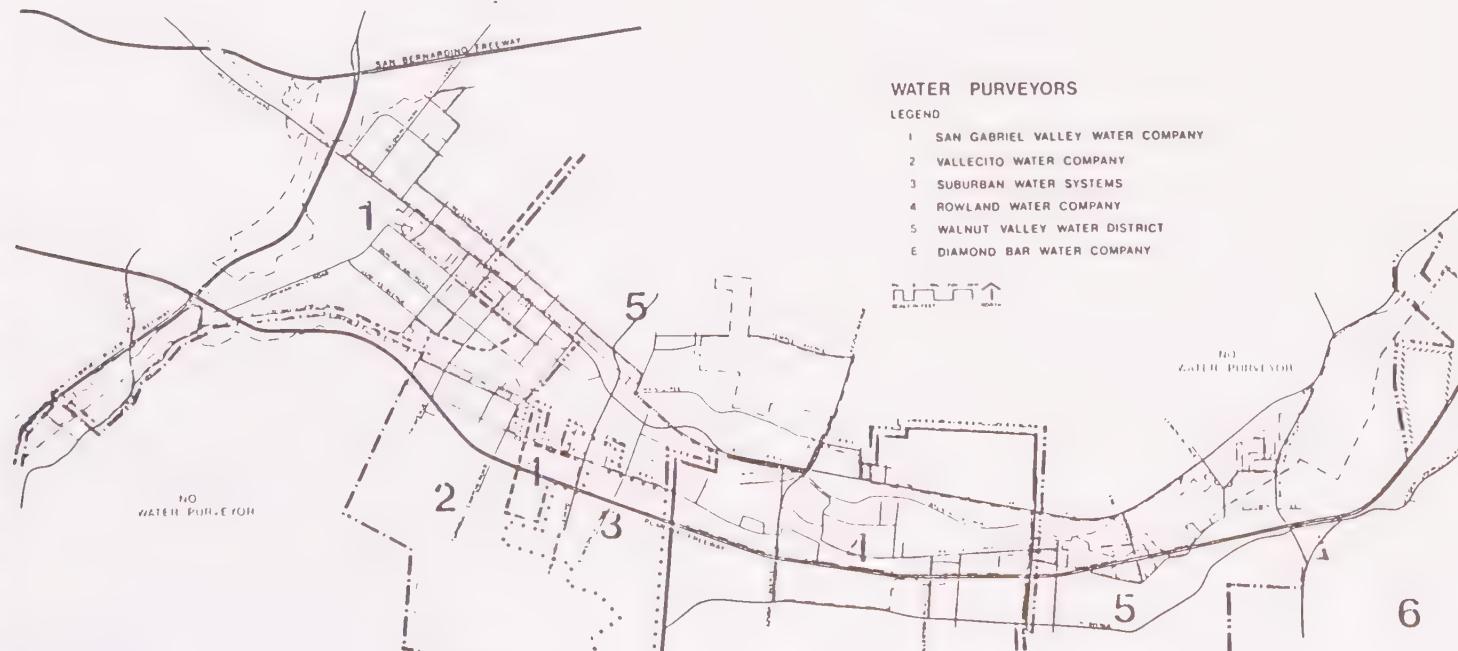
Natural Gas

The City is served by Southern Counties Gas Company, and Southern California Gas Company, with rates depending on demand. The

main gas line is adjacent to the Union Pacific Railroad.

Telephone

Telephone service is provided by General Telephone Company of California and is presently adequate. Increased service will be made available as the demand requires.





Potentials and Opportunities

The City of Industry was incorporated on June 18, 1957. In the 14 years since its incorporation, the City has provided and preserved a center for industry and commerce for the San Gabriel Valley and the Los Angeles metropolitan area. The number of firms located within the City has grown from 53 to 335, and the number of employees from 3,300 to 32,000. Only about 30% of the incorporated area is occupied by industry and commerce. Thus, opportunities for future growth are significant. The potential developable land represents one of the largest undeveloped industrial areas in the Los Angeles metropolitan area, in excess of 3,500 acres, or about 9% of the total industrial acreage in Los Angeles County.

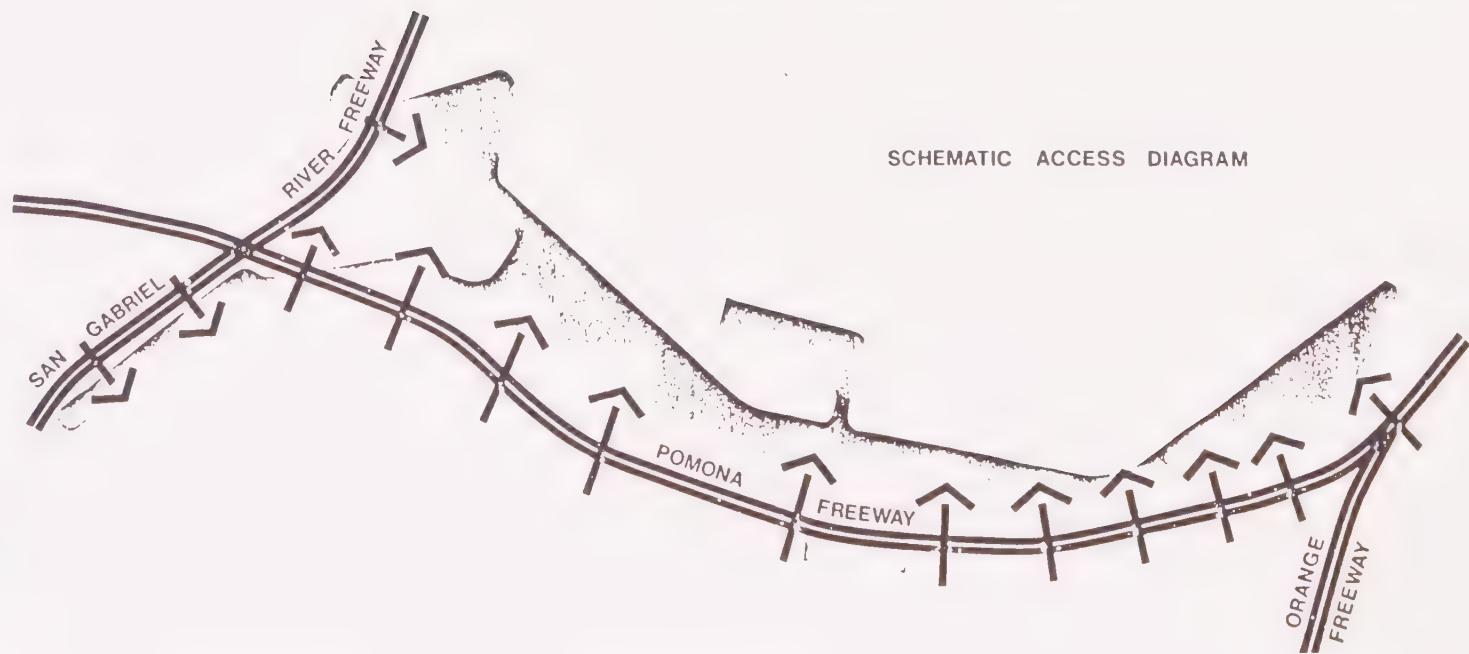
There are few areas in Southern California that offer the accessibility which the City of Industry provides. For almost the whole of its 15 mile length the City is bounded by freeway. The City is presently served directly by

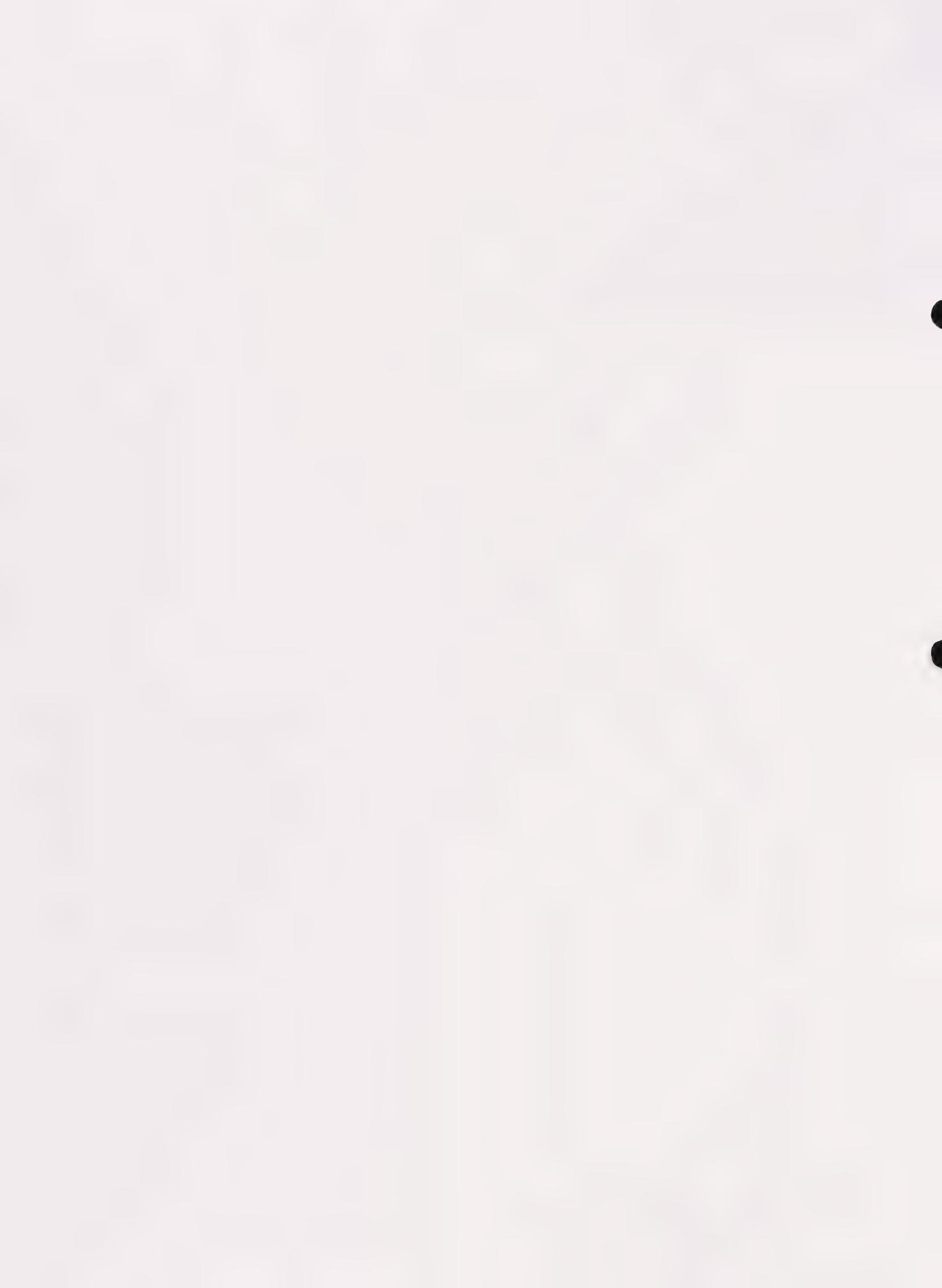
thirteen interchanges from the San Gabriel River and Pomona Freeways and indirectly by seven from the San Bernardino Freeway. Programmed improvements to arterials within and immediately adjacent to the City will increase this total number to about 25 within the next 20 years. This excellent accessibility to the existing freeway system and to programmed major freeway developments such as the San Gabriel River Freeway extension, the Orange Freeway and the Huntington Beach Freeway, provides the City of Industry with unmatched distribution potential.

Rail access, of major importance to industrialists, is excellent. Both the Southern Pacific and Union Pacific Railroads, like the freeway system, serve the entire length of the City. There are major switching facilities maintained within the City providing quick access to the national rail network.

This unique combination of vacant land and its accessibility provide an opportunity for

SCHEMATIC ACCESS DIAGRAM





potential development unparalleled in Southern California.

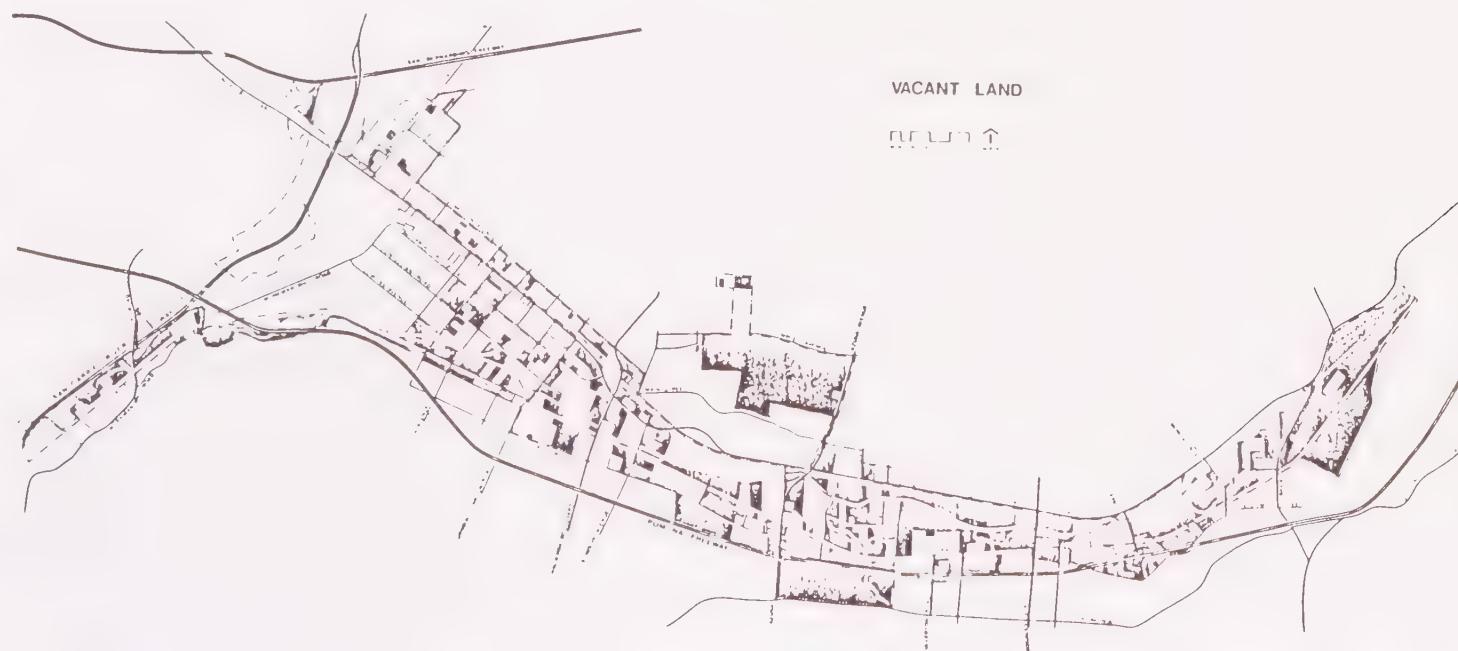
In order to project the development potential of the City of Industry, it is necessary to look at the historical development and likely growth of the five-county Southern California region (Los Angeles, Orange, Ventura, San Bernardino and Riverside Counties) and, in particular, at Los Angeles County.

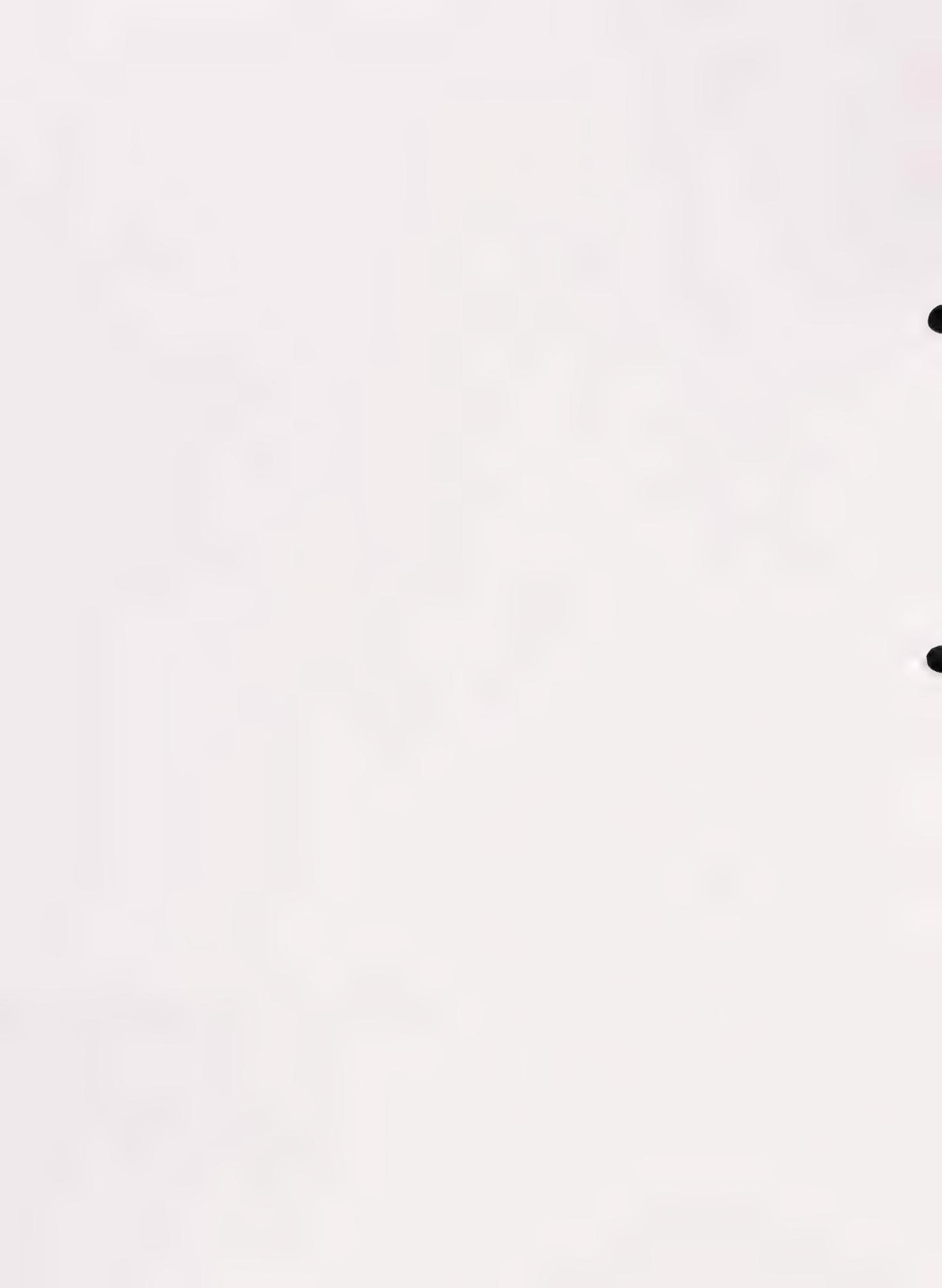
Los Angeles County recorded an average of 1.5 percent annual population growth during the 1960s. During the same period, the five-county area was growing at 2.6 percent per annum. Therefore, the Los Angeles County share of the five-county area had declined from 78 percent in 1960 to 71 percent in 1970. This trend is likely to continue, and it is expected that by 1980 Los Angeles County's share of the total will have declined to 65 percent.

Employment growth in the region has gen-

erally paralleled population growth during the 1960s, increasing from 1.14 million to 1.52 million in the Los Angeles five-county area (LAFCA). During this time, Los Angeles County's share of industrial employment dropped from 92 percent to 79 percent. It is expected that this trend will continue during the 1970s, reflecting the increasing scarcity of developable land within Los Angeles County, which is forcing more and more development, people and jobs into other counties. However, the City of Industry offers unique opportunities for growth beyond those which are expected for Los Angeles County as a whole.

There has been growth in industrial land utilization and employment in the City of Industry during the 1960s. Total industrial employment in the City of Industry increased from 4,661 in 1960 to about 32,000 in 1970, an average annual increase of 21.2 percent (compared with 1.3 percent in Los Angeles County during the period 1960-1966). Dur-

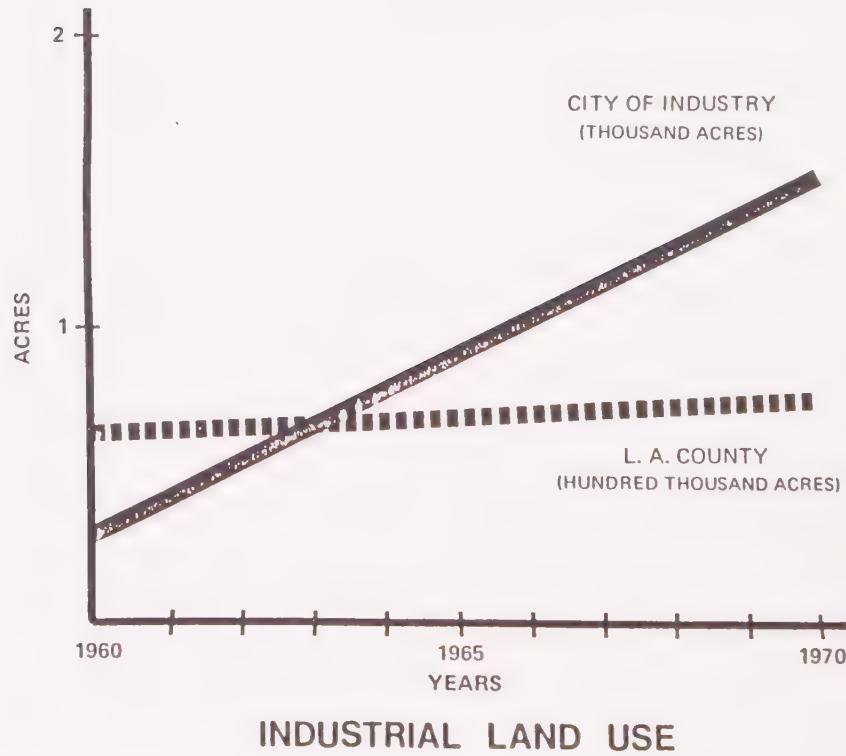


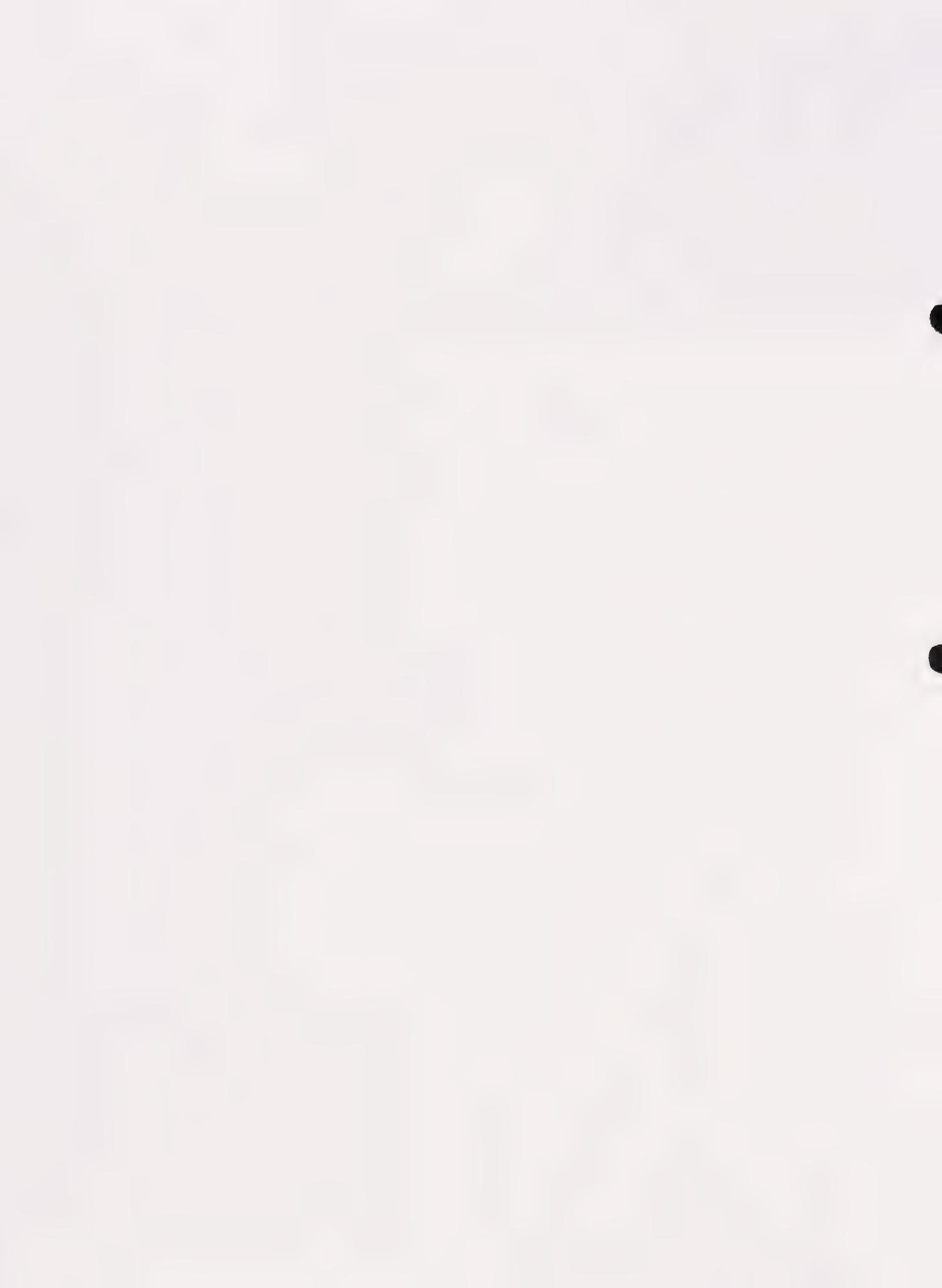


ing this same period, industrial land use increased from 305 acres to about 1,775 acres, an average annual increase of 147 acres, or roughly 19.2 percent per annum (compared with 2.7 percent in Los Angeles County between 1960 and 1966).

Due to the slowdown in the economy during the last few years, it is likely that these figures understate the City's growth during the early 1960s. Nevertheless, indications are that the City captured about 8.6 percent of the increase in industrial land use in Los Angeles County, and about 5.5 percent of the increase in LAFCA. These statistics are indicative of the growth of the City of Industry during the past decade and reflect the excellent market acceptance of the City.

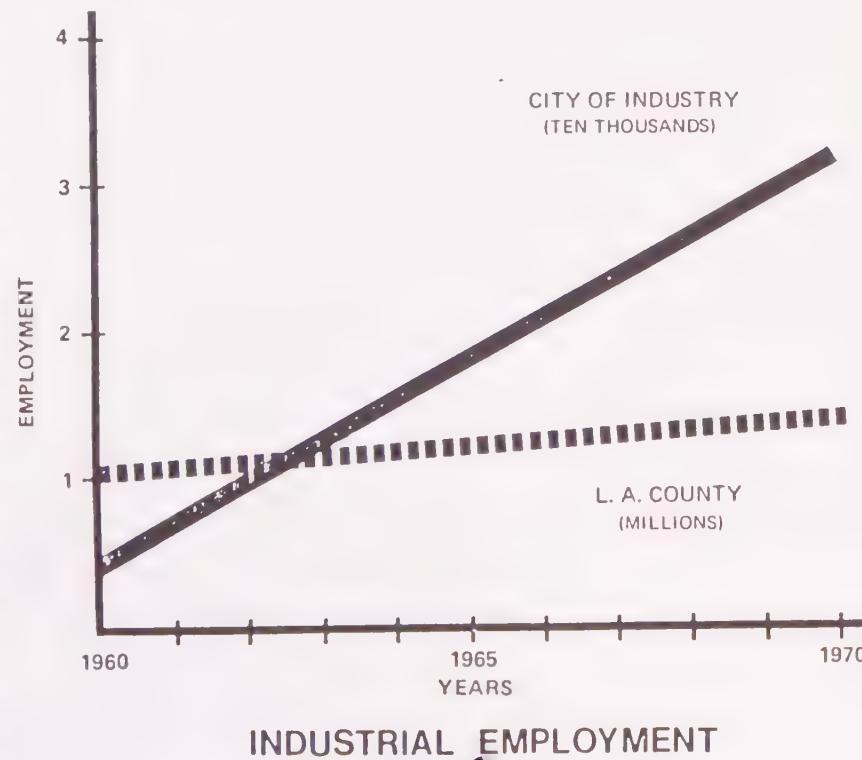
Asked what influenced their decision to locate in the City of Industry, industrialists most frequently mentioned accessibility as being the primary factor. There is no doubt

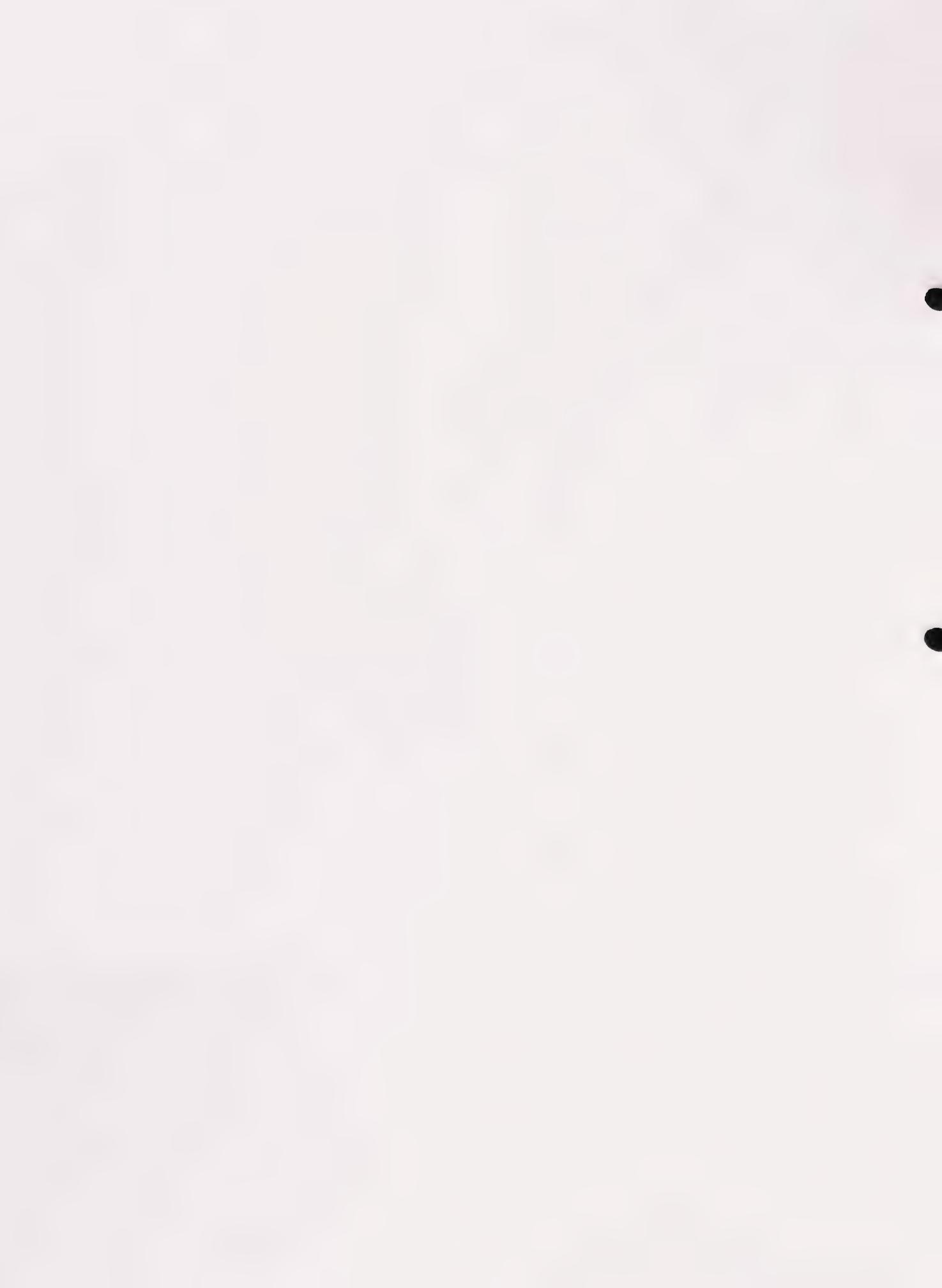




that the City's location makes it the "last frontier" for manufacturing, distribution and industrial development close to downtown Los Angeles. This, in conjunction with the freeway and rail access, convenient labor supply and housing availability, puts the City in a unique position for accelerated economic growth.

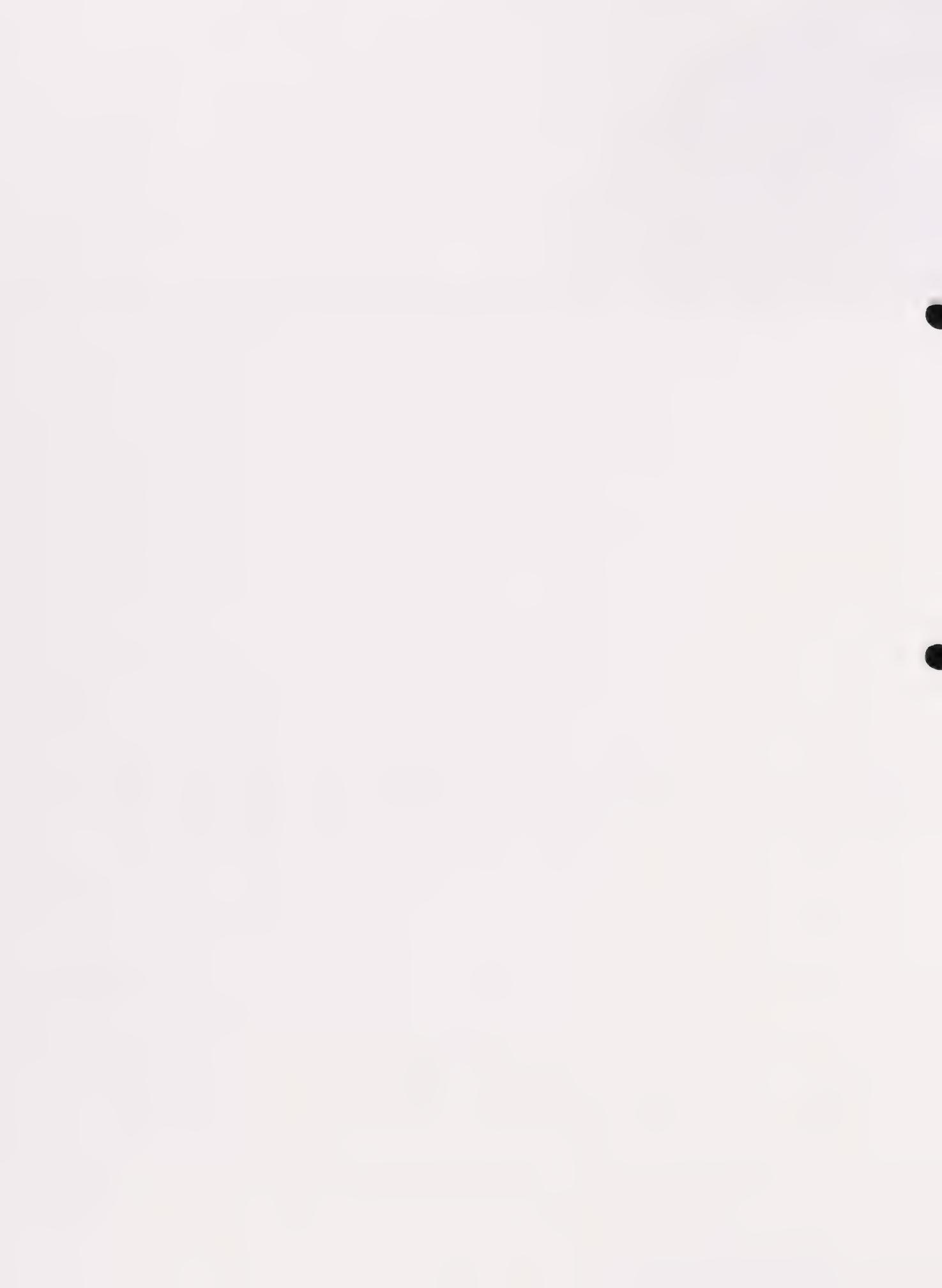
Regional industrial growth projections indicate that LAFCA will require an additional 18,440 acres of industrial land during the 1970s. The City of Industry should be in a position to fulfill a significant share of that demand. However, to achieve its potential growth, the City must not be content to maintain the status quo, but must take positive action to meet the requirements for private investment. For example, it must take active steps to eliminate, as far as possible, obstacles to orderly development, and to eliminate blight. A wide range of parcel sizes should be available.





CIRCULATION SYSTEM IMPROVEMENTS

DIAGRAM REFERENCE	IMPROVEMENT	PROPOSAL ORIGIN	HIGHWAY CLASSIFICATION	STATUS	FUNDING AGENCY
1	Pomona Freeway - New Turnbull Canyon Road Interchange	State	Secondary	Design in process Approved by County Public Hearing, June 1971	State
2	Pomona Freeway - Hacienda Boulevard Interchange, Eastbound Off ramp Improvement	State	Major	Design completed	State
3	Hacienda Boulevard at Southern Pacific Railroad, New Grade Separation	Public Utilities Commission	Major	State Priority No. 31 Proposal - not designed	State County City Railroad
4	Fullerton Road at Union Pacific Railroad, New Grade Crossing	City	Secondary	Pending closure of other grade crossings	City
5	Valley Boulevard, San Gabriel Boulevard to Fifth Avenue	County	Major	Design completed, Construction not funded	County City
6	Valley Boulevard, Fifth Avenue to Hacienda Boulevard	County	Major	Design funds available	County City
7	Turnbull Canyon Road - Valley Boulevard to Gale Avenue	County	Secondary	Design completed Construction not funded	County City
8	Turnbull Canyon Road - Gale Avenue to Vallerito	County	Secondary	Design completed Right of way being acquired - Construction not funded	County
9	Seventh Avenue, Valley Boulevard to Pomona Freeway	County	Major	Design in process Construction not funded	County City
10	Nogales Street, Pomona Freeway to Colima Avenue	County	Major	Design completed Proposed funding in 1971-72	County Federal
11	Nogales Street, Pomona Freeway to Valley Boulevard	County	Major	Design funds available	County Federal
12	Water Street, Valley Boulevard to Colima Avenue	County	Major	Design funds available	County City
13	Lenon Avenue, Union Pacific Railroad to Colima Avenue	County	Major	Design in process Construction not funded	County City
14	Grand Avenue, Valley Boulevard to Pomona Freeway	County	Major	Proposal	County City



Obstacles and Problems

A number of industrial realtors, developers and users were asked to identify those factors which have limited the City's growth and which, if uncorrected, would deter expansion. The following factors were identified as the most significant deterrents to growth: local traffic problems, poor appearance of the City, smog and heat, and drainage problems.

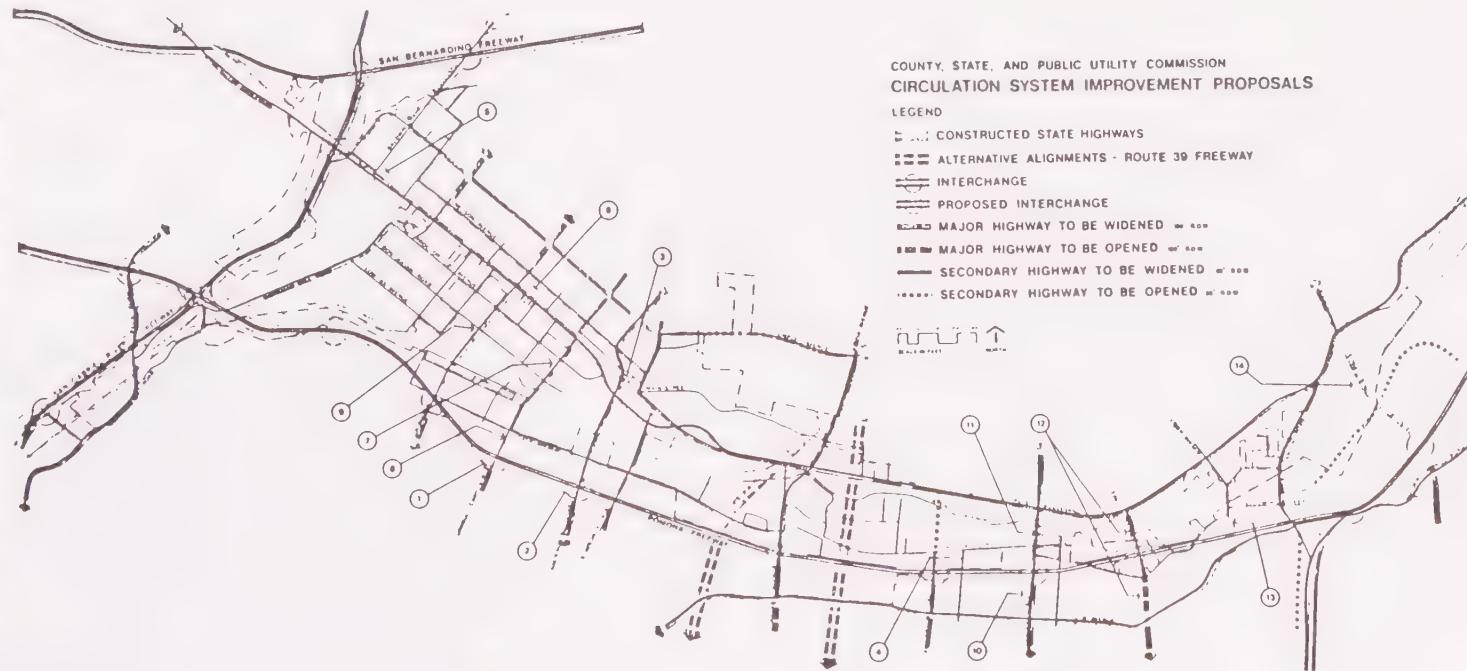
The internal circulation system is inadequate. Parts of the City are virtually inaccessible, and many streets have to cope with traffic beyond their capacity.

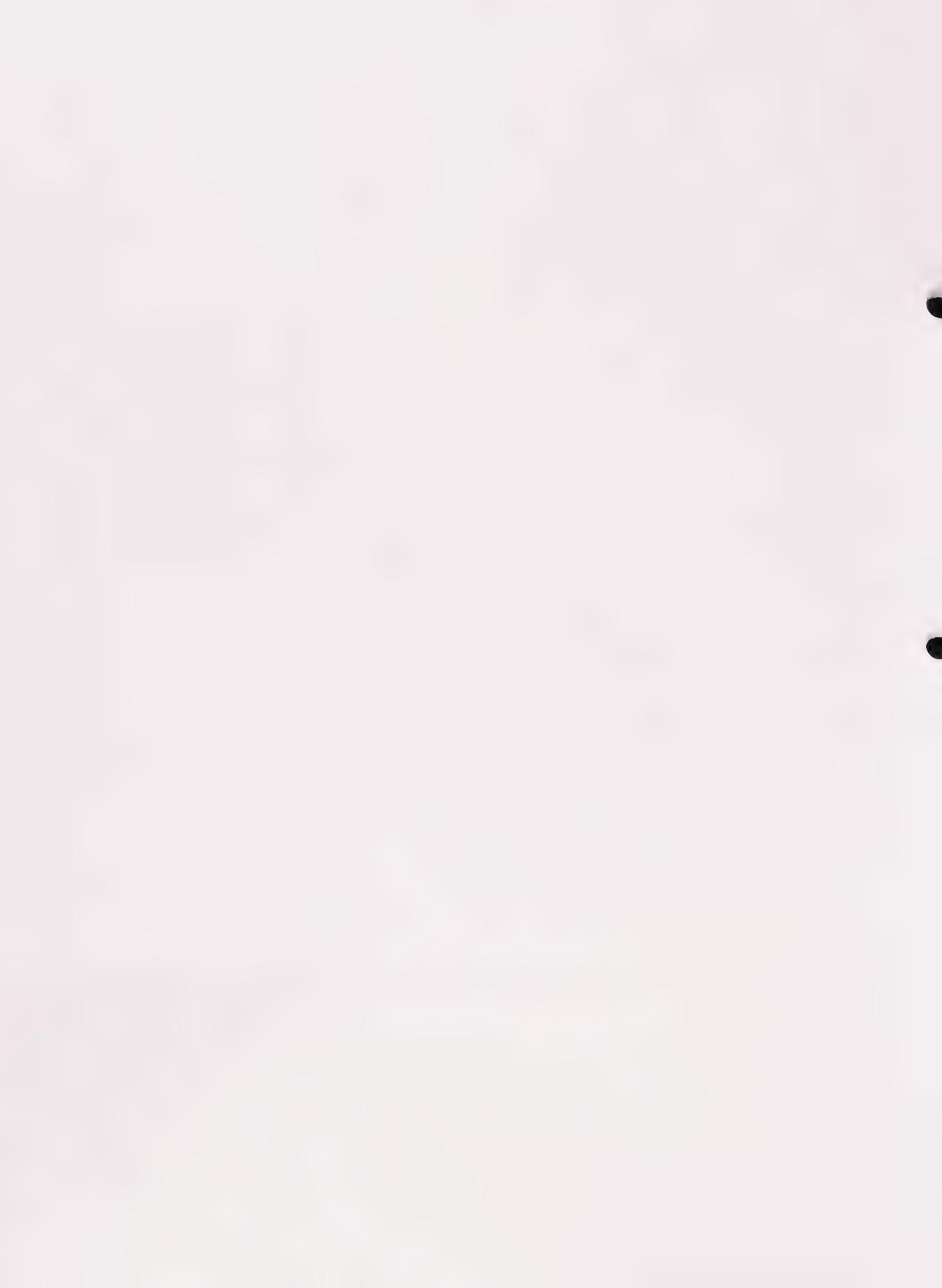
While some newer developments in the City of Industry are satisfactory from an aesthetic point of view, there are areas which are eyesores and discourage potential development. If the City is to maximize its development potentials, such blight must be reduced, controlled and prevented in the future.

The Los Angeles County Air Pollution Control District has jurisdiction over air pollution and is actively working to reduce air pollution throughout the County.

While the severe flooding problems associated with the City in the early 1960s have been corrected, with the construction of the San Jose Creek flood control channel, most of the City still suffers from drainage problems. The City's current procedure of expecting individual owners to solve their own drainage problems often results in an inequitable financial burden on the new firm, since their drainage problems may be generated by someone else. City-wide drainage improvements are urgently needed to assure that all of the City is adequately served.

A report on industrial land requirements in Los Angeles County, prepared by the Regional Planning Commission and submitted to the



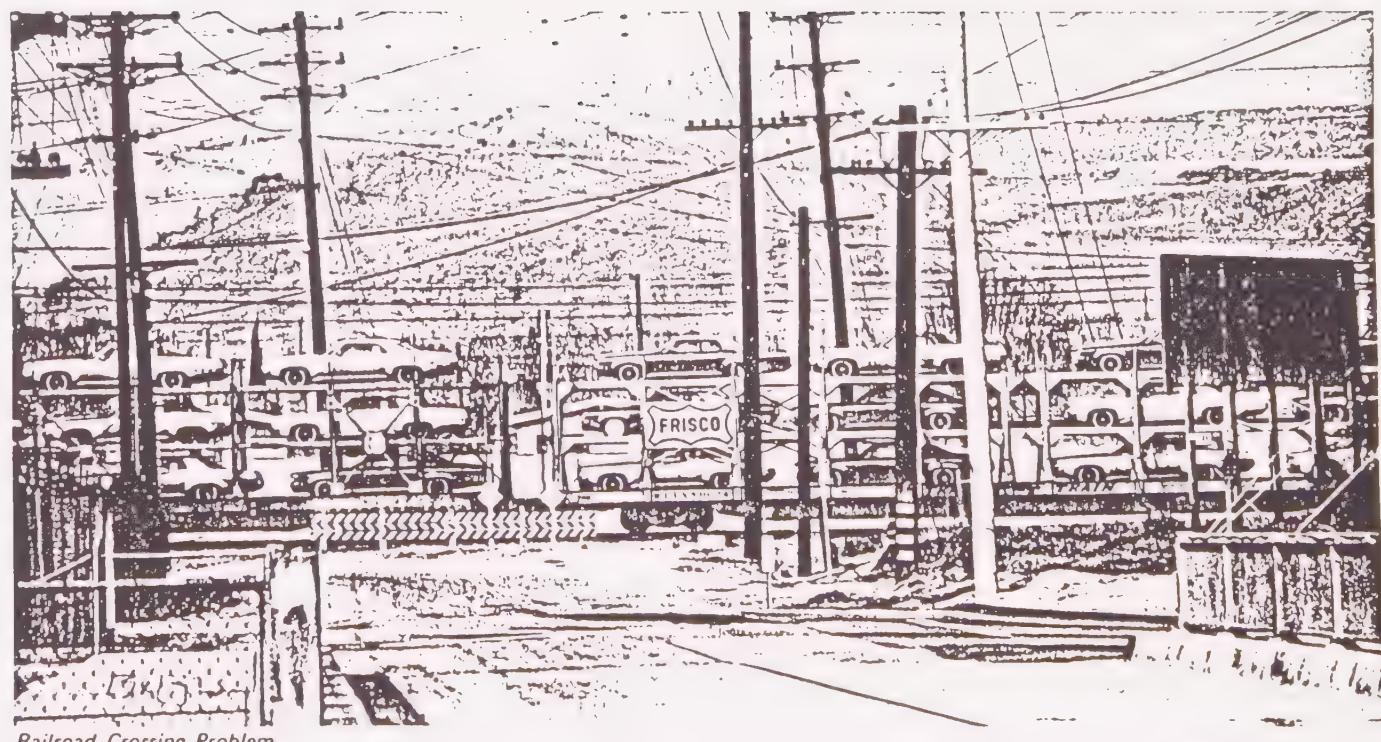


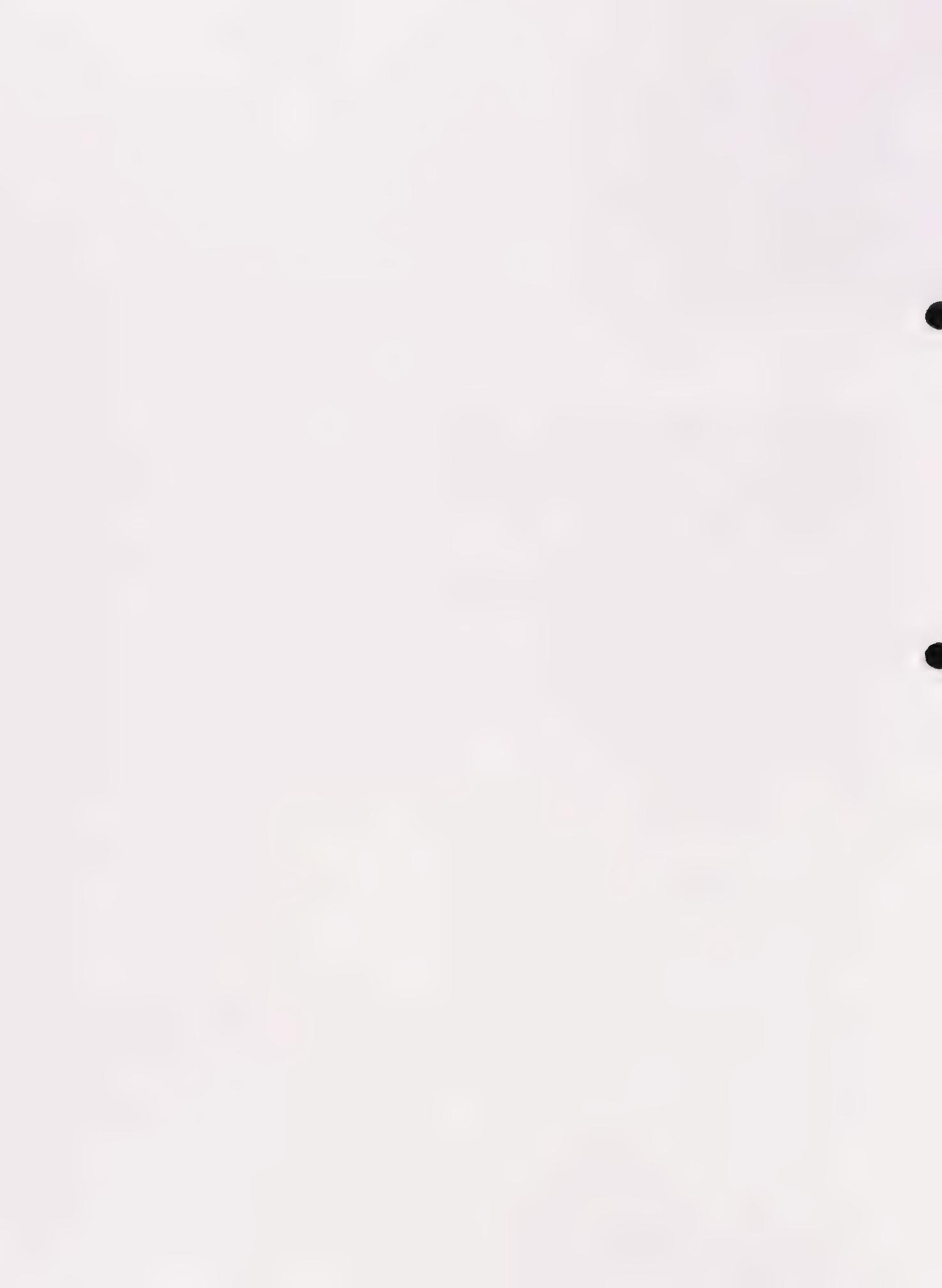
Board of Supervisors in December, 1968, indicated that the 9,355 acres gross reserve of land in the east San Gabriel Valley must be reduced by 1,900 acres because of major development problems.

Another major reason for some of the poor physical conditions within the City is the unplanned, random land usage.

The area east of Azusa Avenue stretching to Nogales Avenue from Valley Boulevard to south of the freeway is an excellent example of inherent problems in the unplanned growth and highlights similar situations that can be corrected by the City through legally available methods.

This section of land is divided by the two railroads, the San Jose Creek flood control channel, and the freeway. There are severe drainage problems created by the tributaries to the San Jose Creek which run through the area, further limiting the development poten-





tial. Topographical problems particularly east of Fullerton Road are also likely to put severe constraints on future development.

Access to the area from Azusa Avenue, because of its recent grade separations with the railroads, is tortuous, particularly at Depot Street and Chestnut Street. Continuity across Azusa Avenue to the Bixby Industrial Park is virtually nonexistent. This is compounded by the haphazard development of the internal road network. For example, Arenth Avenue is the only lateral connection between Azusa Avenue and Nogales Avenue, a distance of 2½ miles, and there are no intermediate north-south connections across the railroad line and the flood control channel to Valley Boulevard.

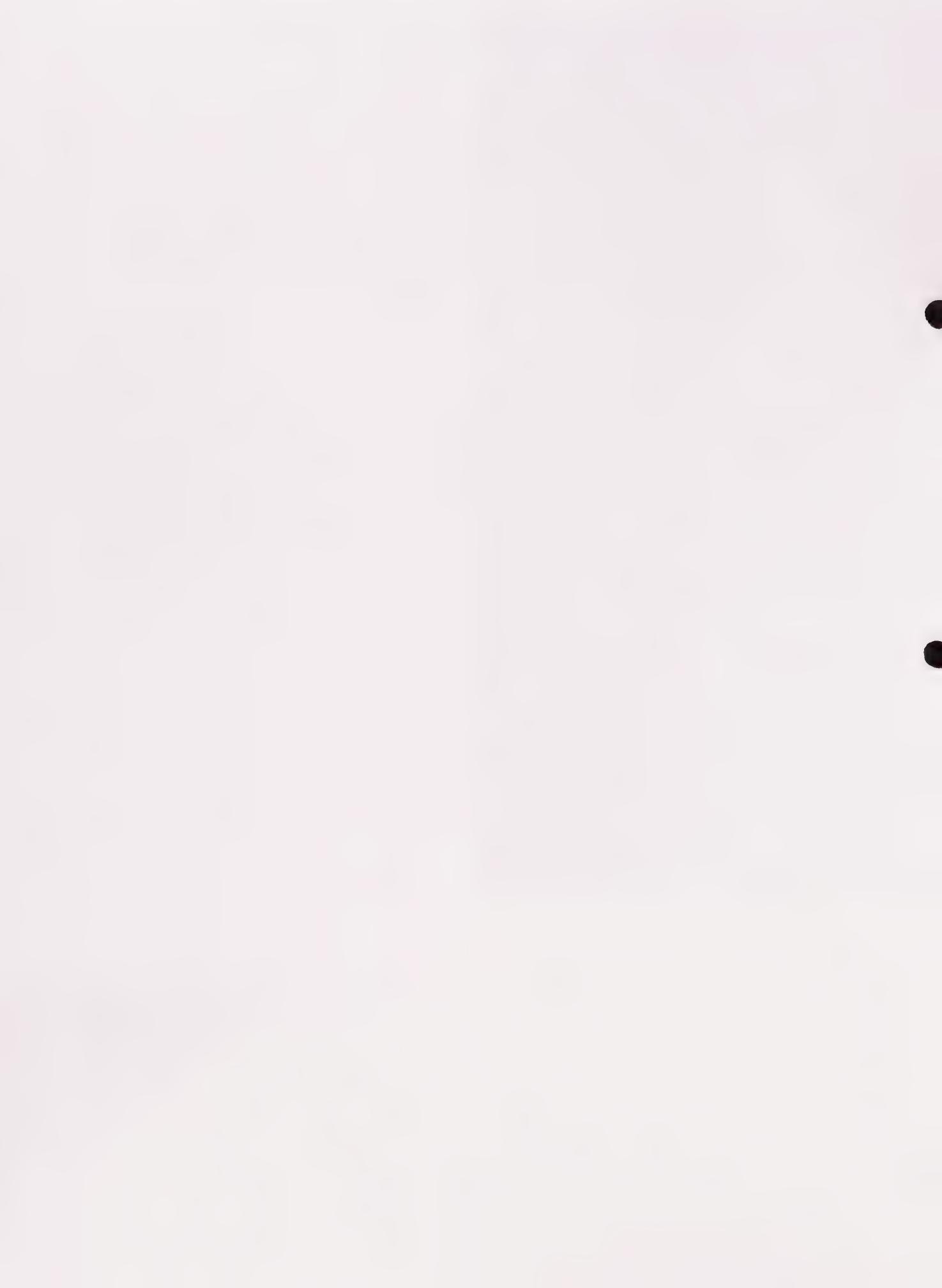
Existing development ranges from agricultural through residential to industrial. Much of the development is of very poor quality, as can be seen from the accompanying photographs, and many areas not yet developed are indiscrimin-

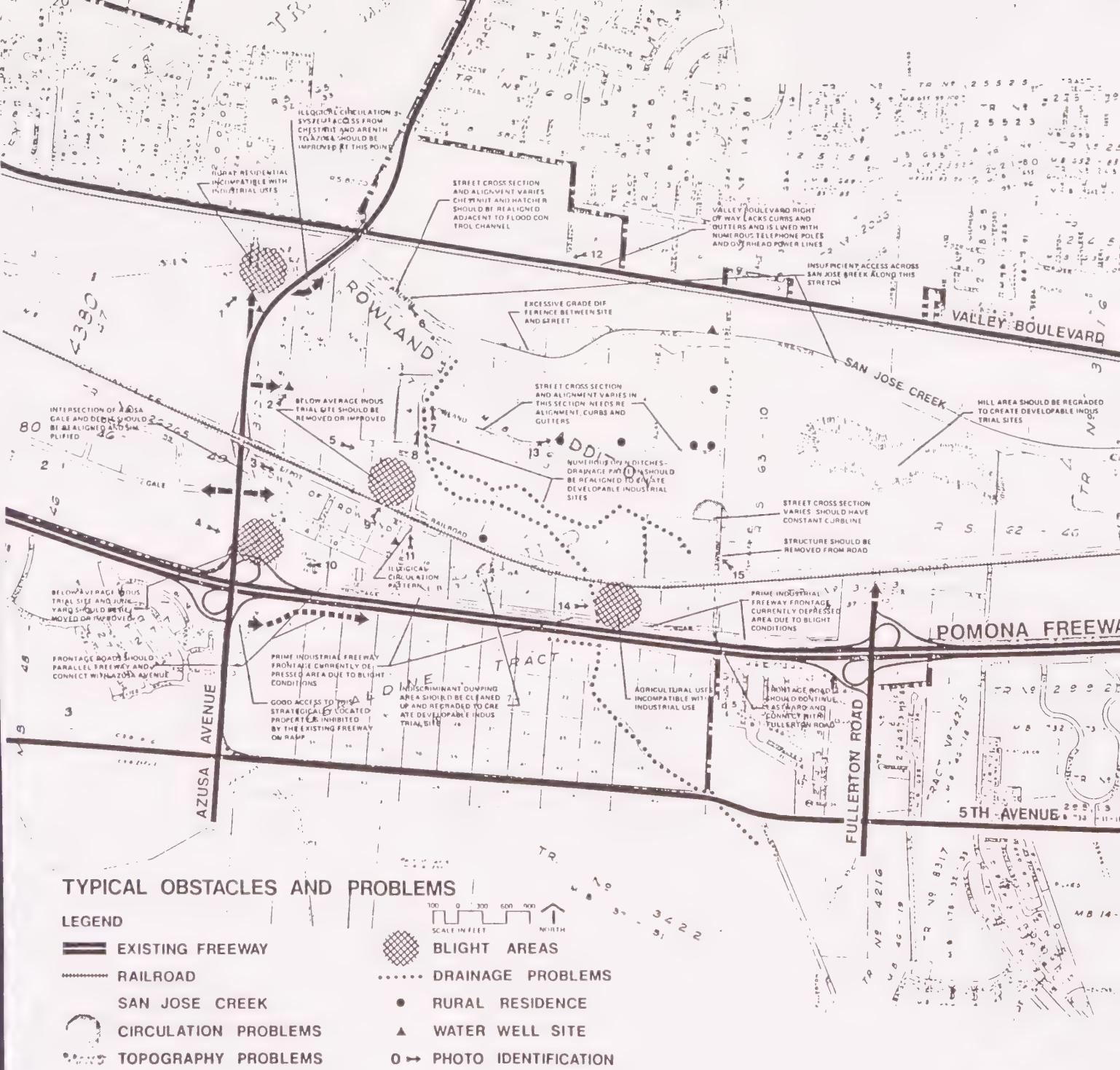
antly used as dumping grounds.

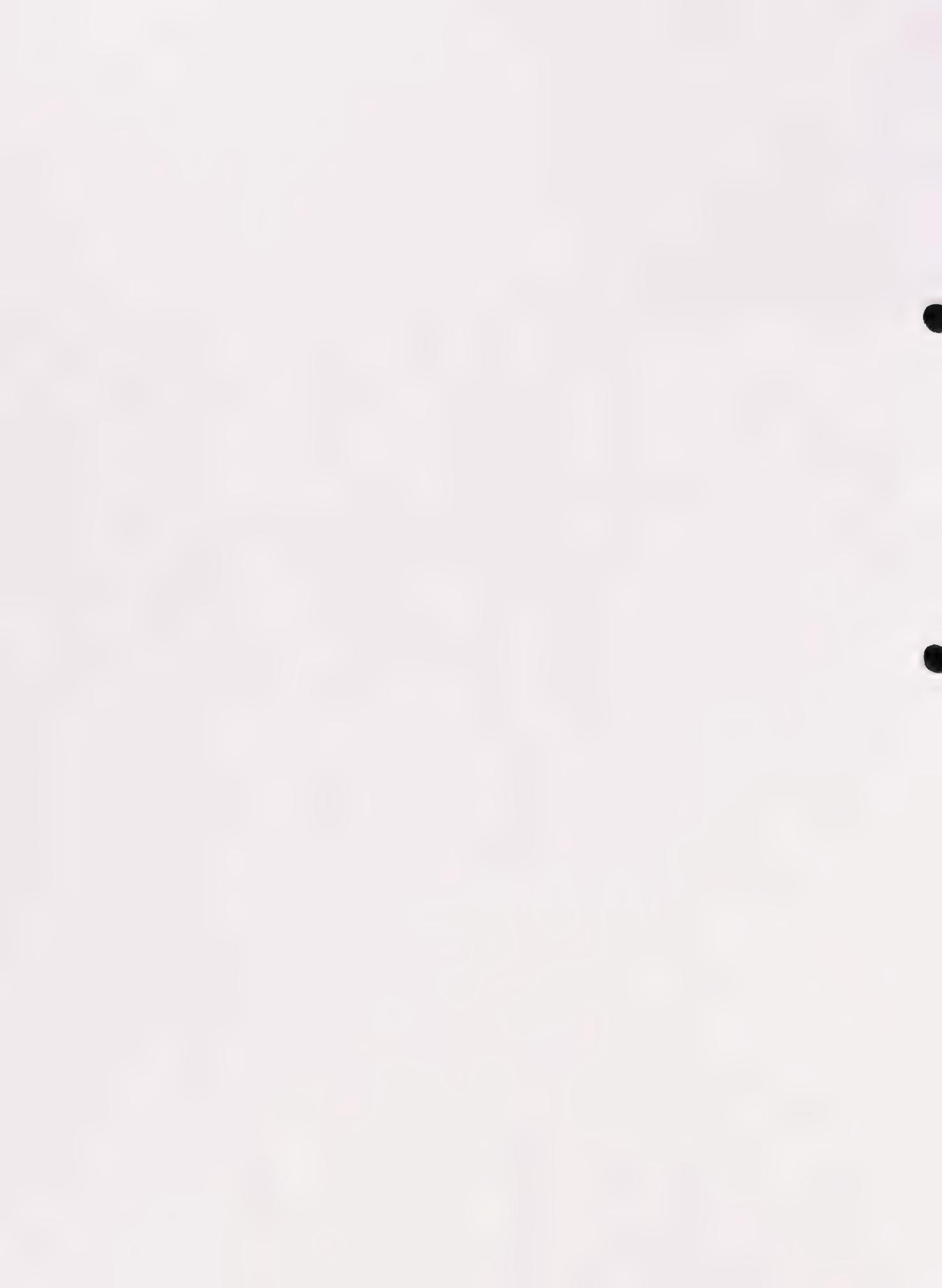
Comprehensive coordination of highway and street access and internal circulation to provide better continuity, both with surrounding development and within the area itself, a solution to the flood control problems, and standards for future development and land uses will be necessary before the full development potential of this area and areas like it in the City can be fully implemented.

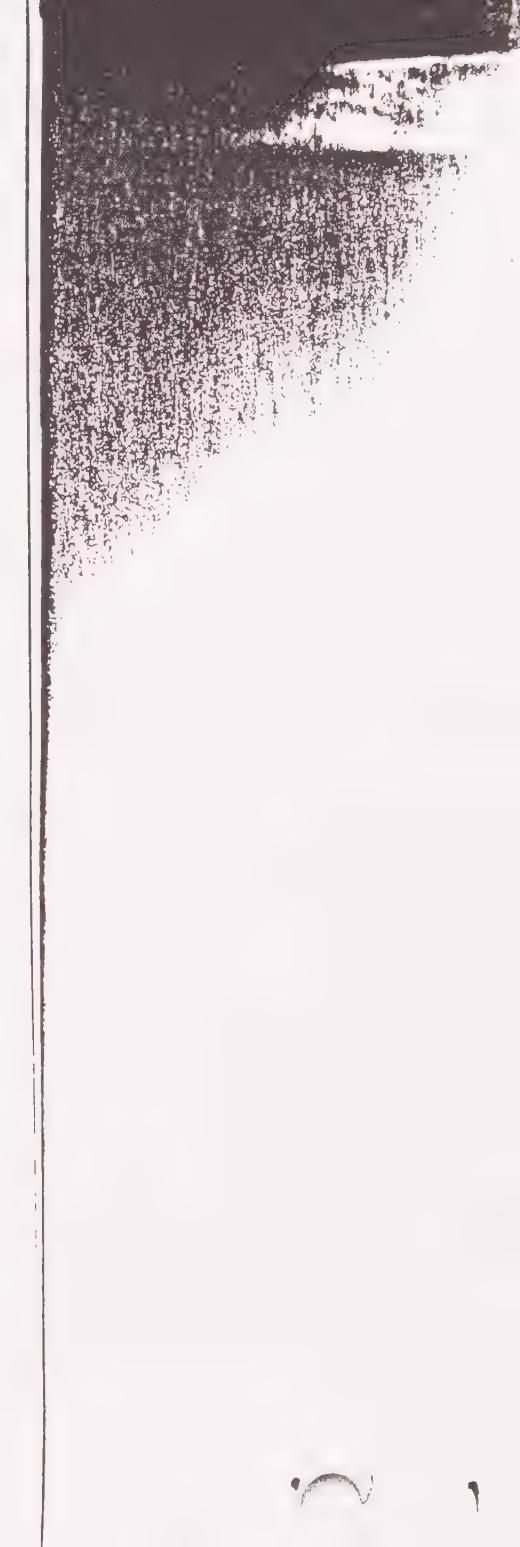
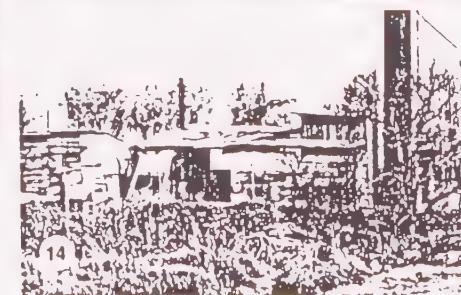
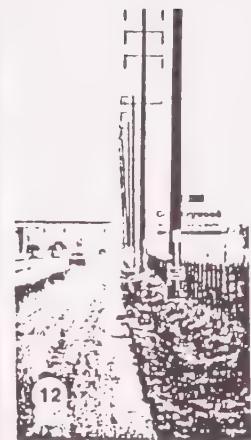
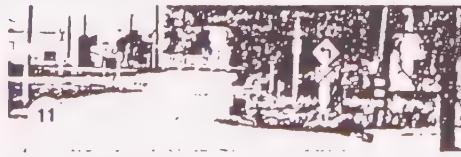
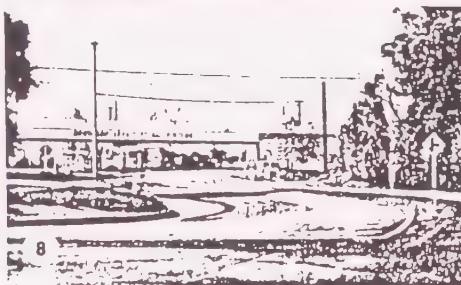
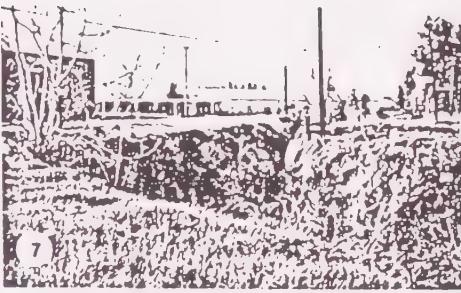
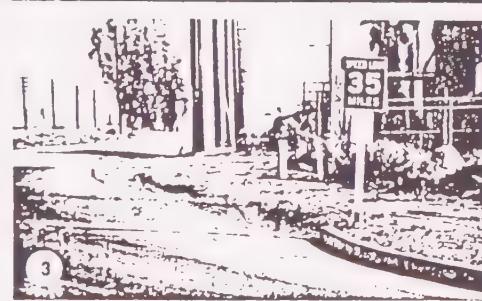
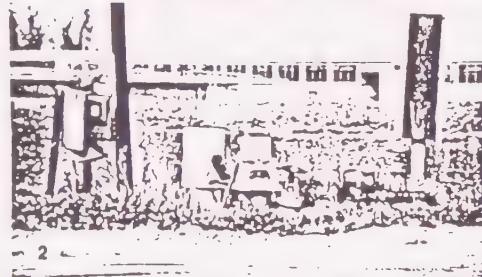
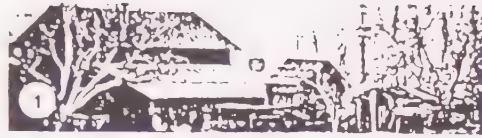


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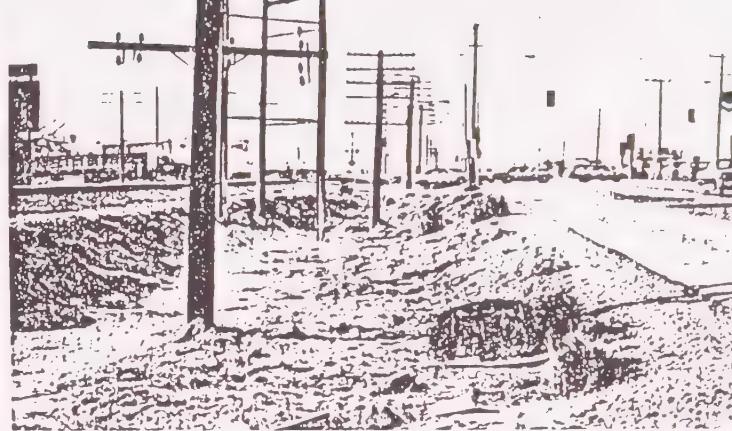


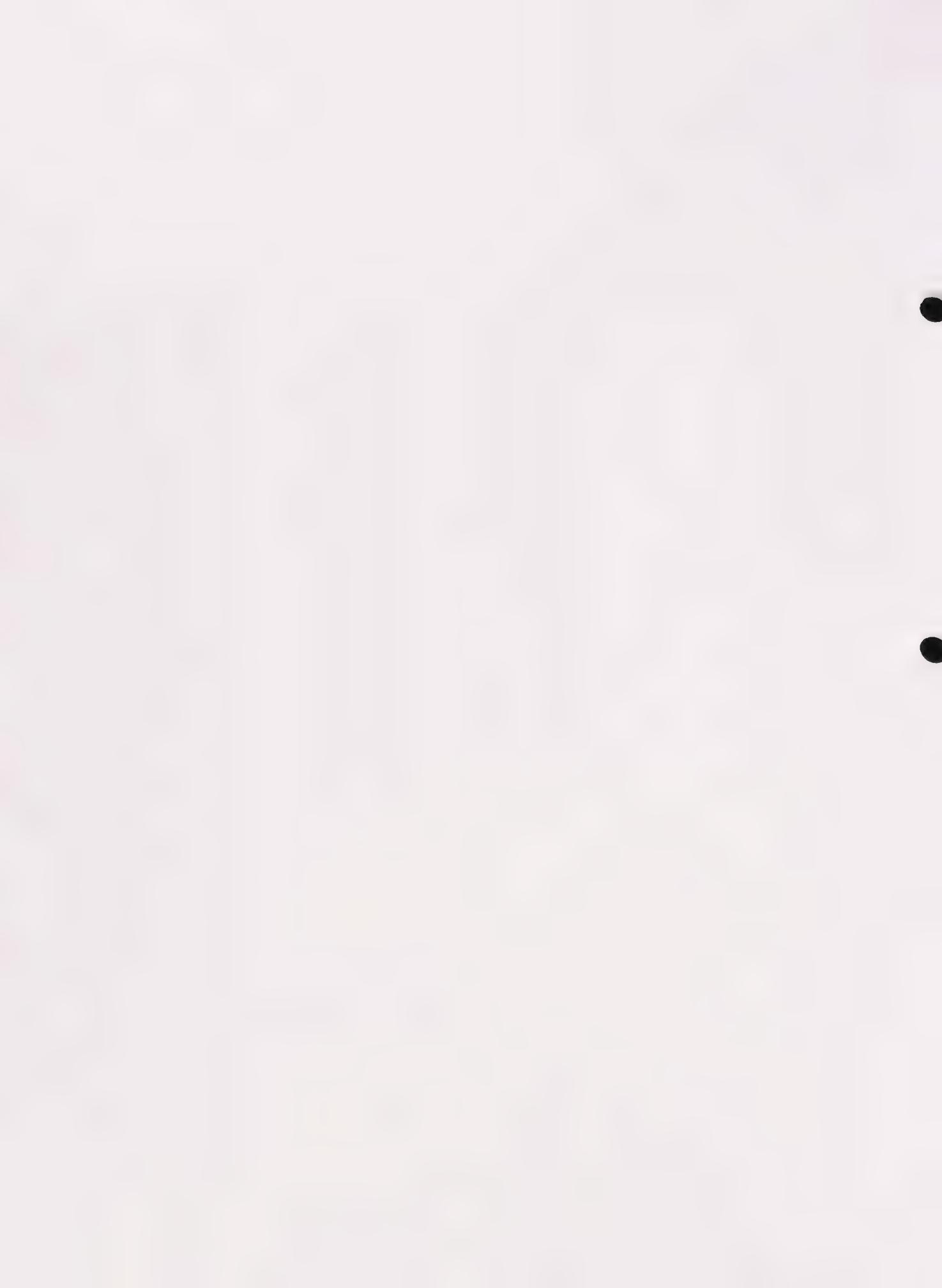








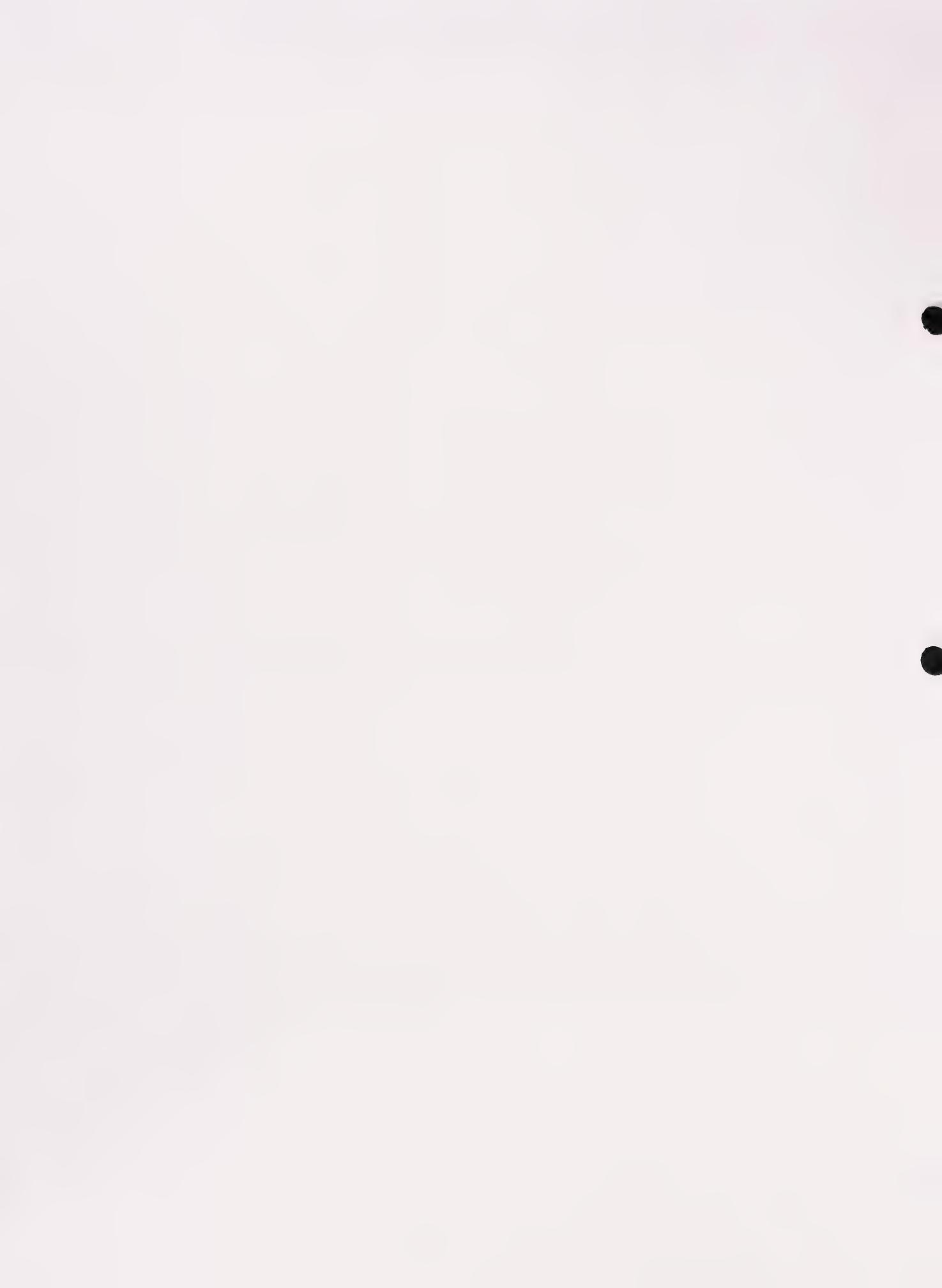




The General Plan

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THE GENERAL PLAN

The General Plan illustration is contained in a pocket inside the back cover.

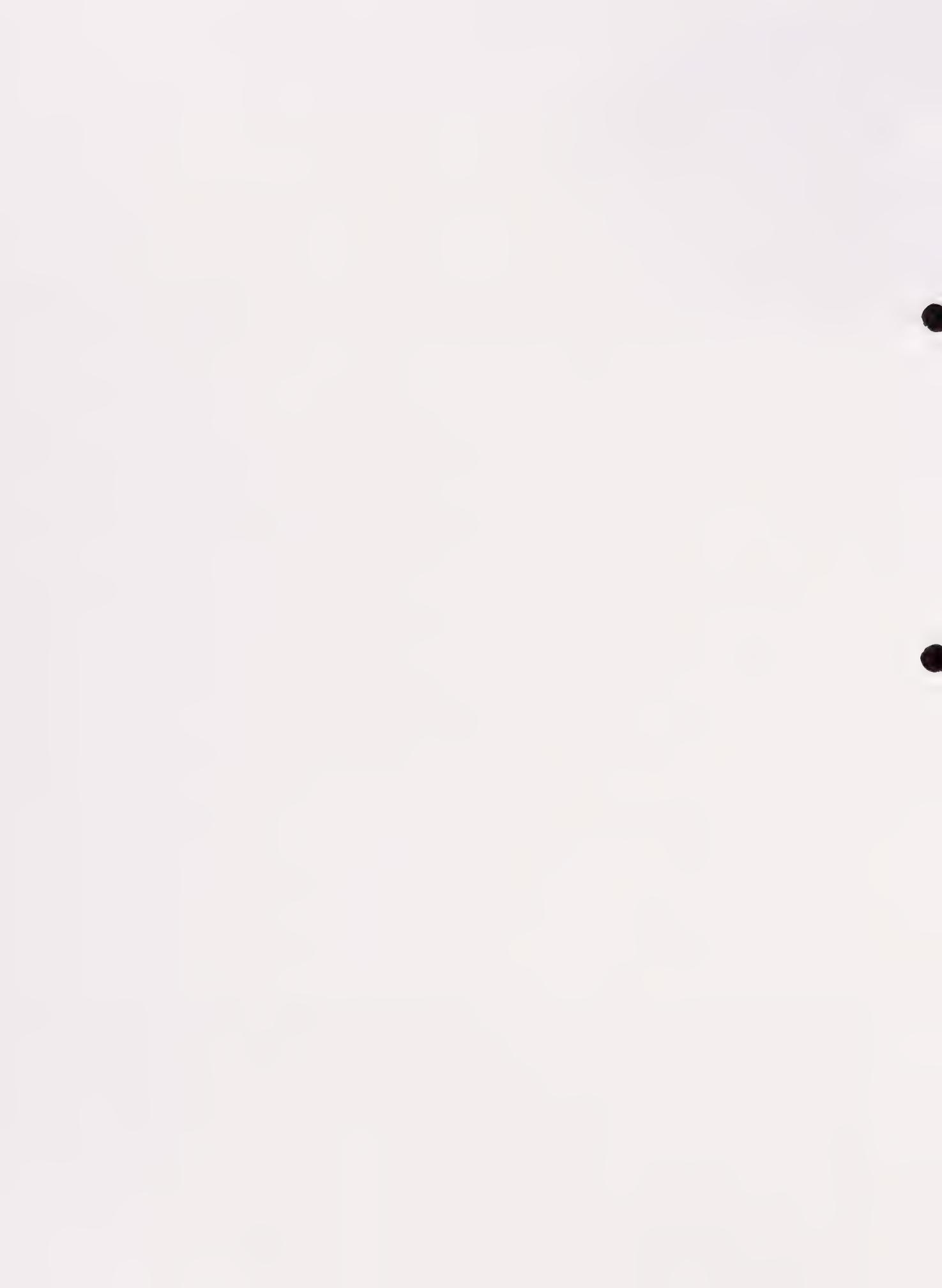
The Plan necessarily goes well beyond the City limits in outlining land use and circulation patterns. City boundaries fade when the day-to-day function of this area is considered so neither the City of Industry nor its neighboring communities should be viewed as islands within themselves.

Where available, adopted master plans in adjoining areas have been used in depicting the City of Industry General Plan. Gaps in plan coverage and some outdated master plan solutions have required that the consultants apply a judgment factor in rounding out the probable future pattern of land uses surrounding the City of Industry.

The General Plan is a framework for guidance of growth and transformation of the City into a productive and pleasant environment for manufacturing, distribution and industry, and their supporting facilities. The Plan is based on current objectives, facts, information and proposals. Some of the elements that form the basis of the Plan concept are likely to change in years to come. It is, therefore, recommended that the General Plan be periodically reviewed and updated, taking into consideration the changes within the City of Industry, as well as the completion and updating of plans in surrounding areas.

Land Use Element

With the exception of the park/recreation, school and commercial uses on the northern portion of the City and symbols used for various special elements such as civic/financial center, historical elements, etc., a single land use designation blankets land within the City of Industry limits. This single land use is responsive to a primary goal of the City—"of creating and maintaining an ideal setting for manufacturing, distribution and industrial facilities within the City". The basic concept for utilization of land within the City of Industry for private, public and semi-public use is set forth in various sections of the



General Plan and the illustrations. These uses include housing, business, industry, open space including agriculture, natural resources, recreation and enjoyment of scenic beauty, housing, education, public buildings and grounds, and solid and liquid waste disposal facilities.

In view of the fact that the primary land use designation in the City of Industry General Plan is industrial, the standard of population density will be the employment base of industrial and complementary commercial development and the building intensity is that which is applicable to the industrial and commercial uses.

The average density of industrial employees per acre in the City of Industry has increased from 15.3 in 1960 to approximately 18 in 1970. The average density of 18 employees per acre reflects densities of 20.1 and 6.8 employees per acre for manufacturing and non-manufacturing uses respectively.

The future population density in the City of Industry will depend to a large degree on the type of industrial concerns that will locate within the City. Similarly, the intensity of building in various sections of the City or on an individual industrial site is a function of the type of facilities planned. An analysis of trends in industrial activities and development in the United States is presented in the section dealing with industrial land use that follows. The existing and proposed urban infrastructure is sufficient to satisfy the most intensive development feasible, because it is recognized that the function of each development in the City under the primary land use will reflect the appropriate density and intensity pattern, as well as the related amount of suitable open space.

Industrial

The General Plan goes far beyond establishing a single land use designation for the City's principal activities—manufacturing, distribution and industry. A circulation network structured to maximize convenience and ease of traffic flow throughout the City has been outlined. This element was discussed

earlier under the heading "Circulation Element."

The remaining proposals which have been devised to strengthen industry are for the most part not apparent by viewing the General Plan graphics. The General Plan recommendations which follow are designed to remove development obstacles and construct new facilities to eliminate present inadequacies, all in the interest of bringing about increased development and general improvement of the area.

The General Plan illustration does not differentiate between the many varying types of industrial land uses, in recognition of trends apparent in industrial development.

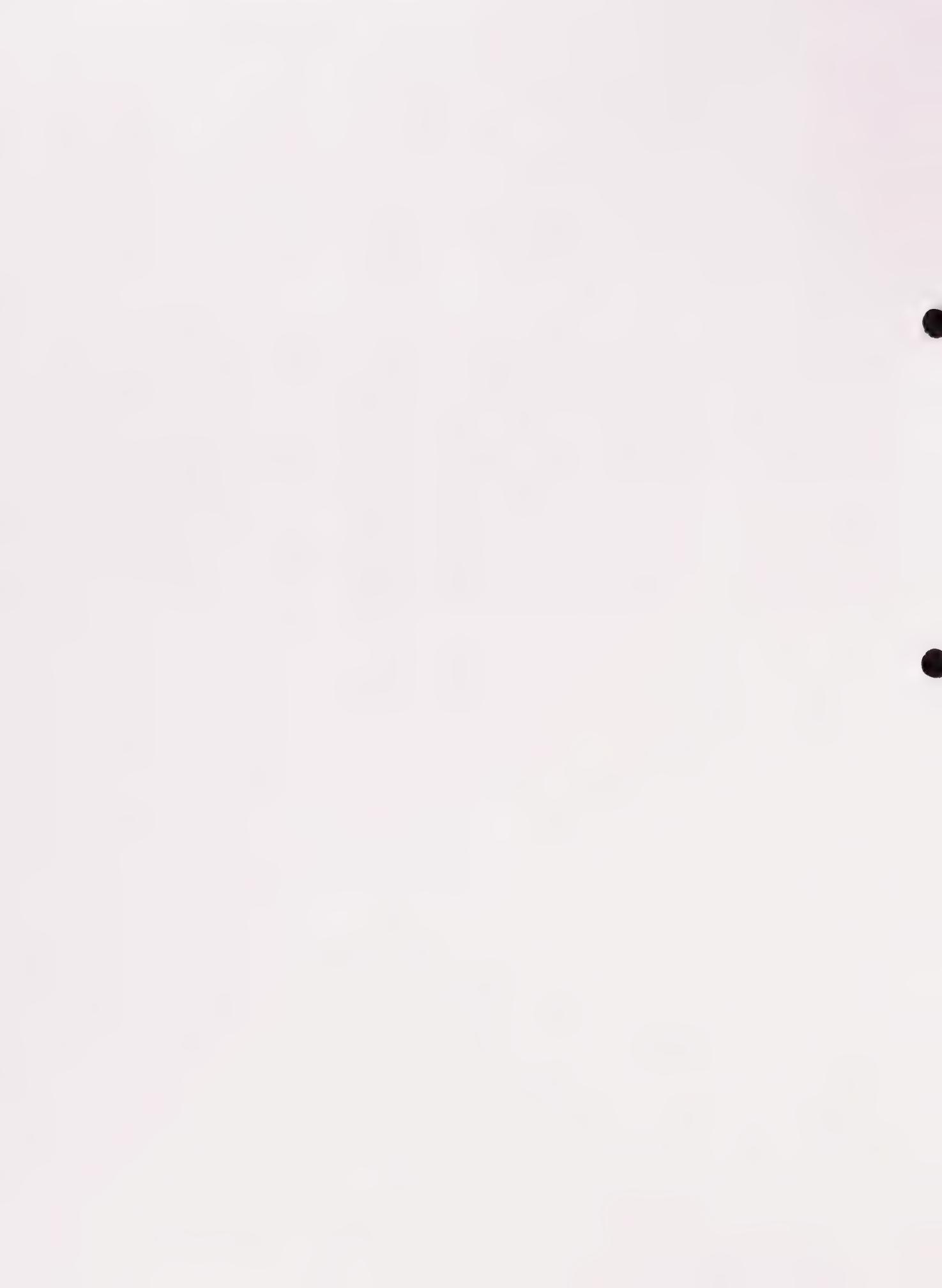
The General Plan recognizes a trend toward warehouse construction in the City of Industry. Warehousing is a valid aspect of industrial development and distribution is a growing area of the economy.

However, since part of the economic strength of the City is due to a good balance of manufacturing, commercial-retail sales and distribution facilities, the City of Industry should guard against an overbuilding of warehousing. Indiscriminate construction of warehousing will erode City potentials by downgrading City productivity and image.

Warehousing primarily should be undertaken by existing firms in the City or by single-user distributor centers. Warehousing on a specialized basis should be limited to sections where there is a demonstrated need in the community. Such a policy should preserve needed flexibility for future growth.

Parks and Recreation

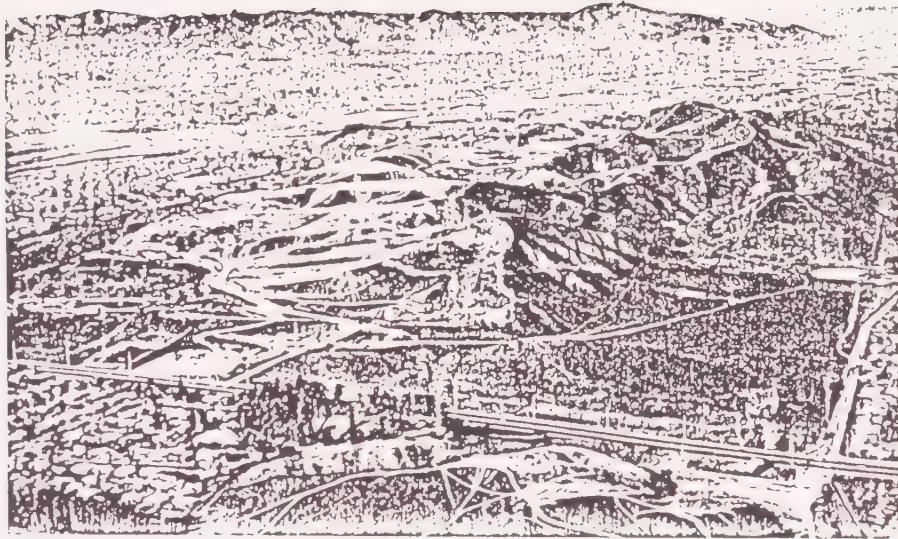
The General Plan reflects a City policy initiated several years ago when a 500 acre tract of land was acquired for park, recreation and conservation purposes. City goals are that this land be used for recreational and civic needs. To a large extent, City and surrounding community needs are coincidental, since the families of many industrial employees reside near their place of work. Thus, the City is desirous of making park and recreational facilities available to surrounding communities with emphasis on youth.



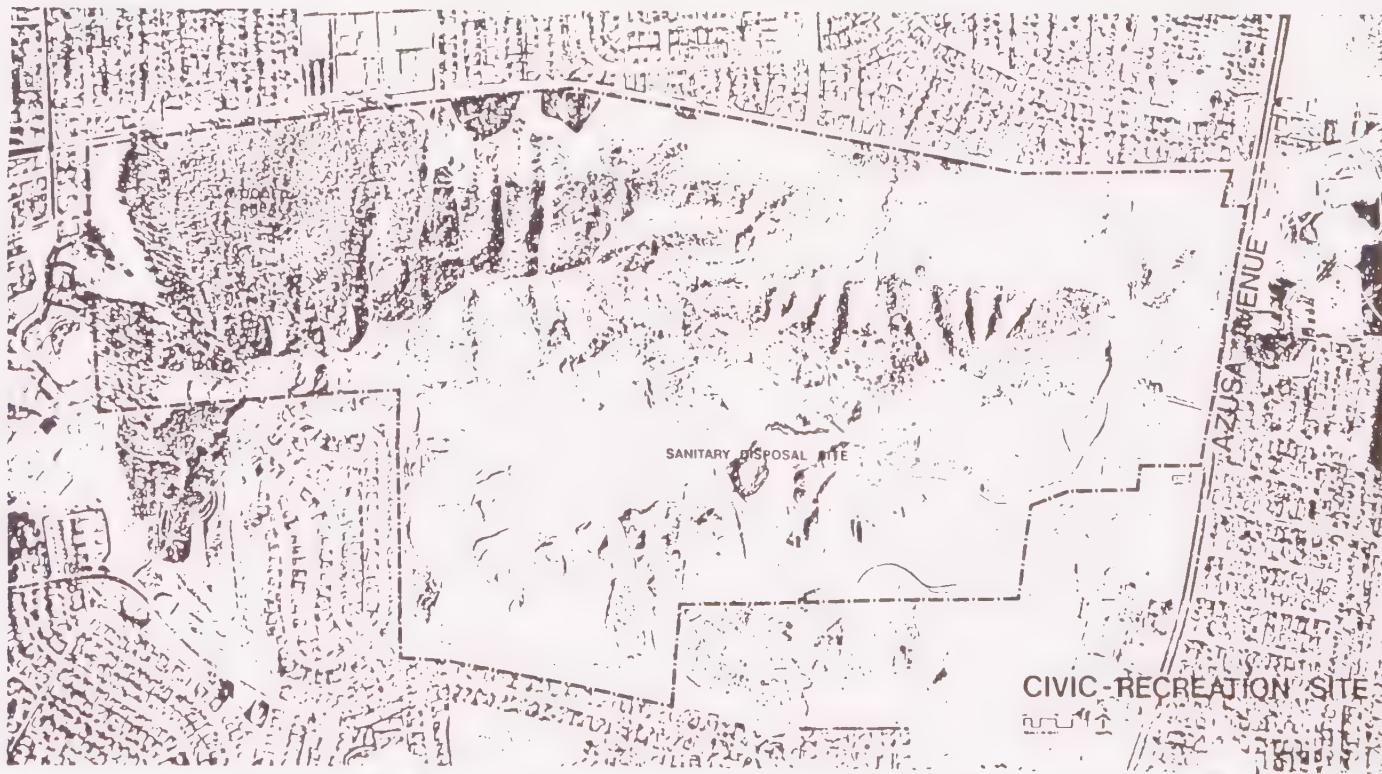
A readily identifiable demand for golfing facilities by the City's industries and the present shortage of public golf courses in this sector of the metropolitan area indicate that golf is an essential element of the recreational program.

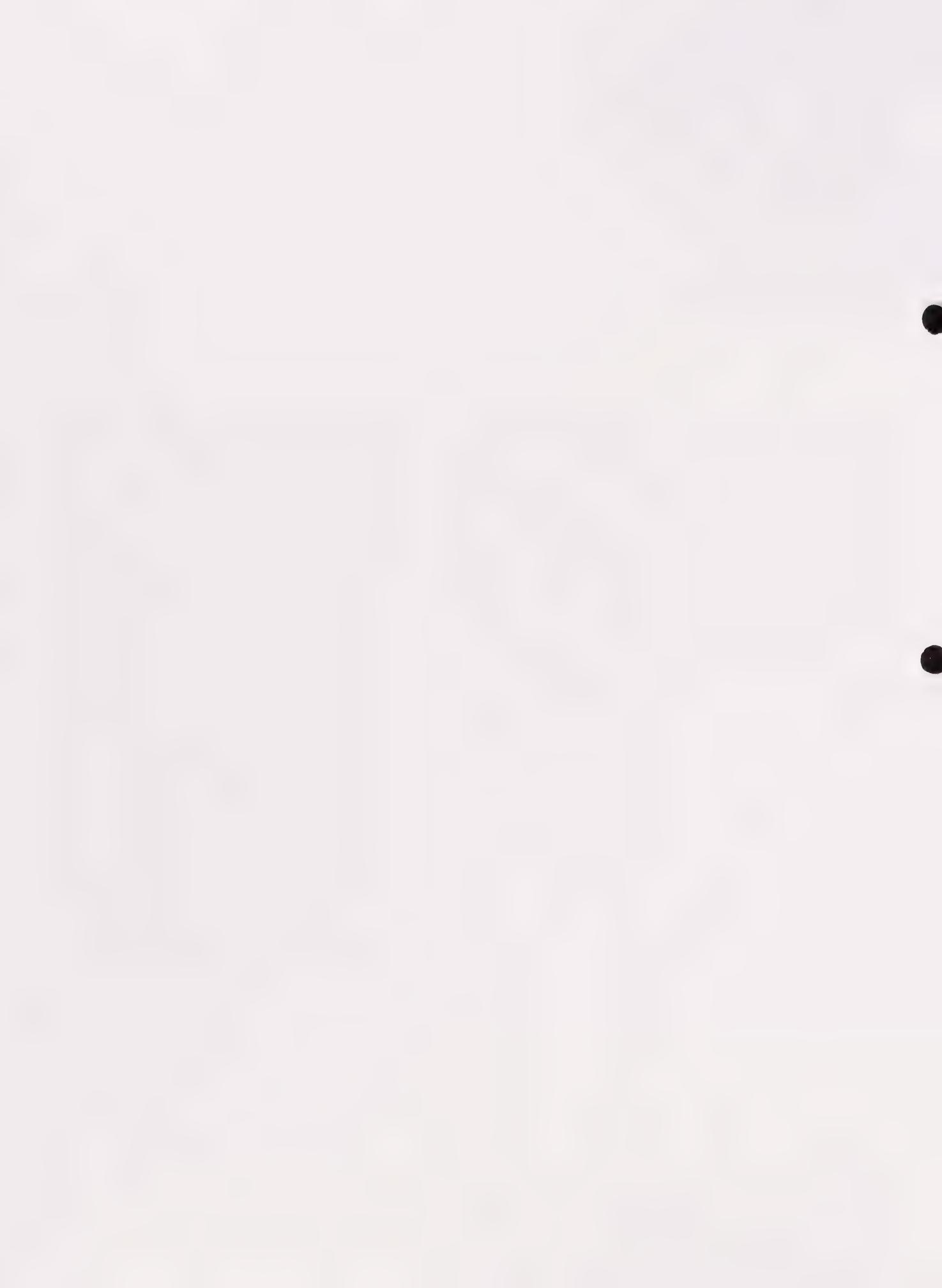
An analysis of the topographic features of the 500 acre site reveals 18 holes of championship golf plus an additional 9 holes of regulation play can be accommodated on the site. A 27 hole public course can play approximately 150,000 to 200,000 rounds per year, so provision of this element will offer recreational opportunities to many people in the City of Industry and the surrounding area.

The golf course and its allied facilities will occupy a portion of the total acreage. It is proposed that the remaining land be dedicated to active park use (sports and play), youth centers, picnicking, equestrian activities, hiking, nature areas and future development opportunity areas.



Civic - Recreation Site





The northwest corner of the City owned parcel has extraordinary natural beauty. It is heavily wooded and has long, gentle valleys winding into a picturesque backdrop of steep, vegetated slopes rising to an elevation of 700 feet. This sector appears ideally suited to all of the recreational activities except golf. The General Plan, therefore, proposes this area be devoted to park/recreation/conservation usage.

A cut and fill sanitary disposal operation has been conducted in the southern half of the property in years past. This operation has now ceased. Refuse disposal sites of this sort have been brought into productive recreational use in many cities throughout the nation and the General Plan supports the City's intent that the City develop the sanitary fill area into golf course and complementary uses.

The perimeter of the 500 acre site may be used for riding trails linked to the equestrian

center. A segment of steep slopes in the northeast quadrant should be connected to the major park site with riding trails and utilized as an equestrian and nature area.

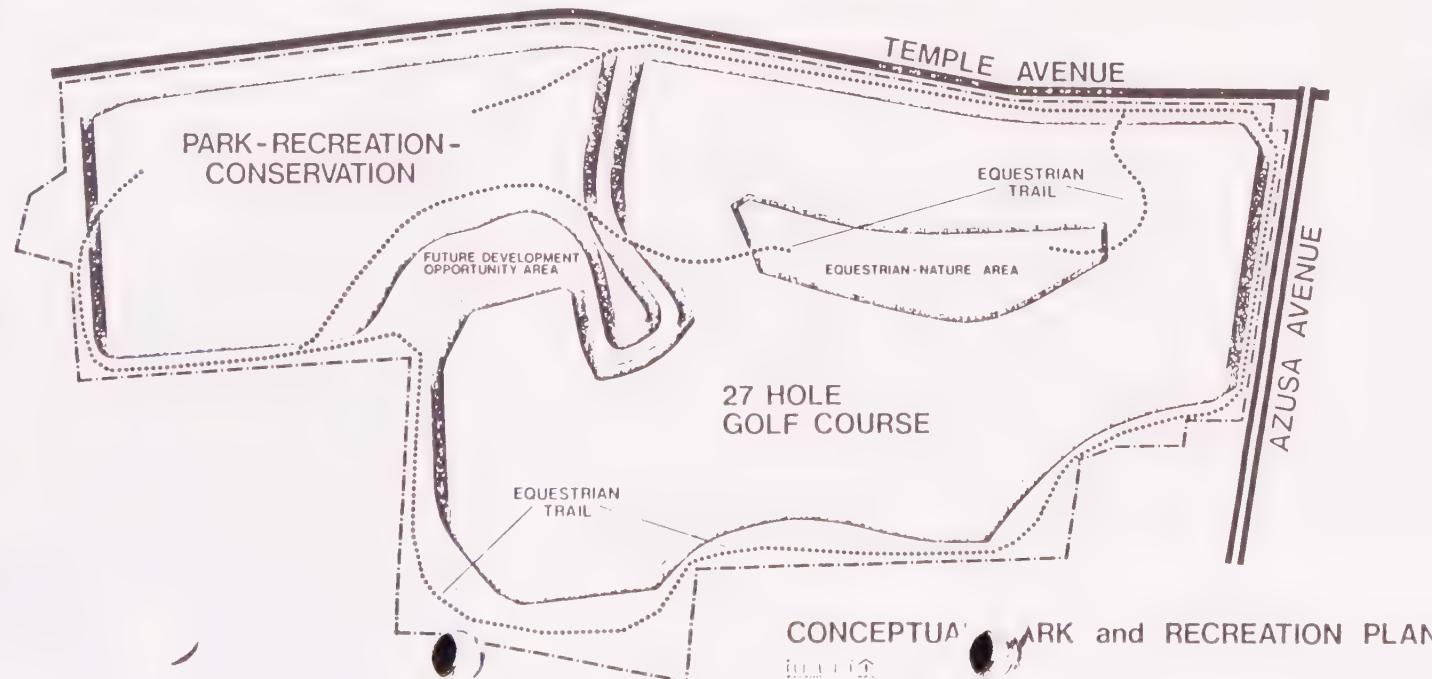
Industrial Exhibit/Conference Center

Two of the primary goals of the City for its future development are provision of support facilities for existing and future industries, and maximizing the potential for industrial development within the City. One of many significant elements for achieving the above objective is provision of an industrial exhibit/conference center.

The need for development of an industrial exhibit/conference center is evidenced by increasing use of such facilities by industrial concerns. Many industries conduct seminars with their employees, hold internal as well as external sales meetings, participate in conferences of various levels and size, and exhibit their products and services on temporary and permanent bases.

In order to provide a proper environment for the above mentioned activities, the General Plan recommendations include development of an industrial exhibit/conference center within the 500 acre parcel to be developed for recreation conservation purposes. This facility would include exhibit areas of various sizes ranging from small rooms to large spaces, conference rooms, an assembly hall, dining and banquet rooms.

The development of the proposed facilities would be programmed to satisfy the needs of existing industries, with provision to meet the demands of future industrial development within the City of Industry. The industrial exhibit/conference center will provide an additional stimulus for industries to locate in the City of Industry.





Civic Financial Center

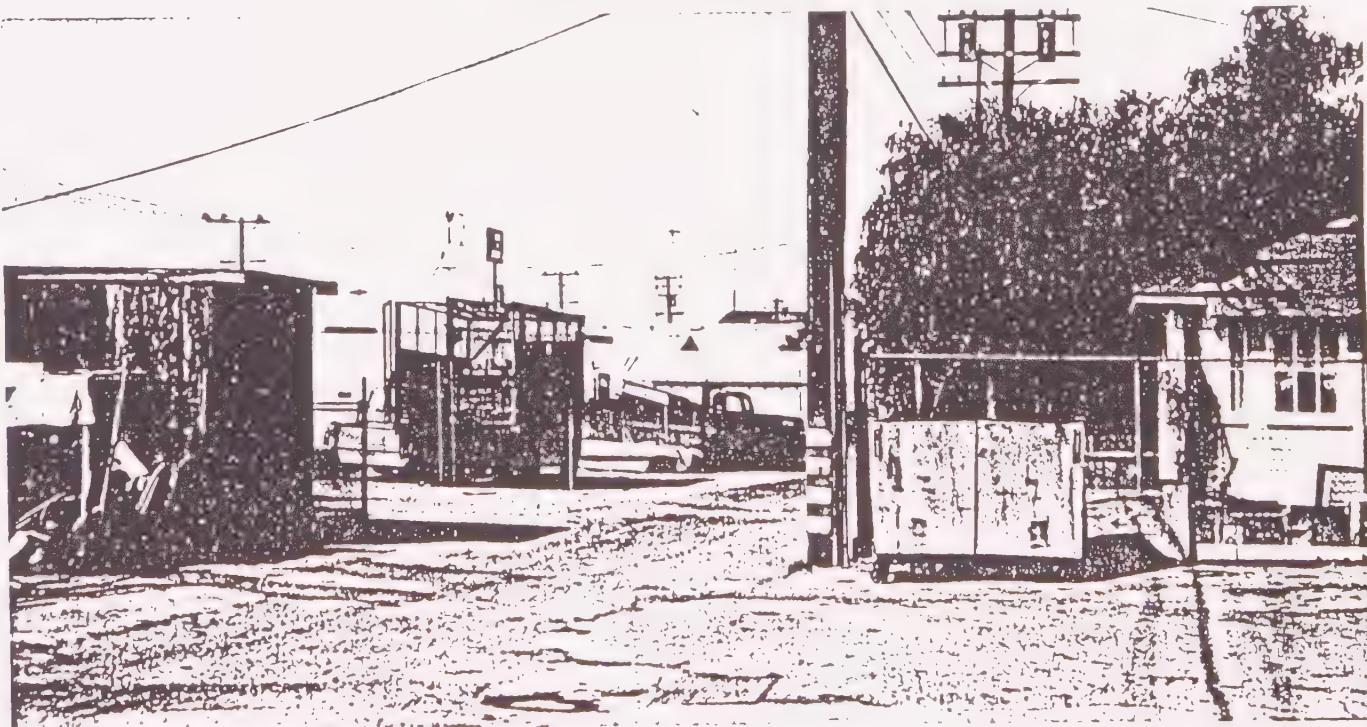
A Los Angeles County Sheriff's Station and a United States Post Office are located in the proposed civic financial center area, and a new civic complex is proposed in this location. The Bank of America, United California Bank and Community Bank have facilities in this area. These existing conditions and firm proposals explain the derivation of the term "civic financial center" which is used to identify this proposed project. Other uses such as professional office space, restaurants and commercial facilities are contemplated as complementary activities that will enhance the civic complex.

The published Los Angeles County traffic counts on Hacienda Boulevard indicate that about 30,000 cars per day travel this major arterial. This is one of the most heavily utilized highways in Los Angeles County, and all agencies responsible for maintaining an adequate highway system in this vicinity are concerned over the serious traffic con-

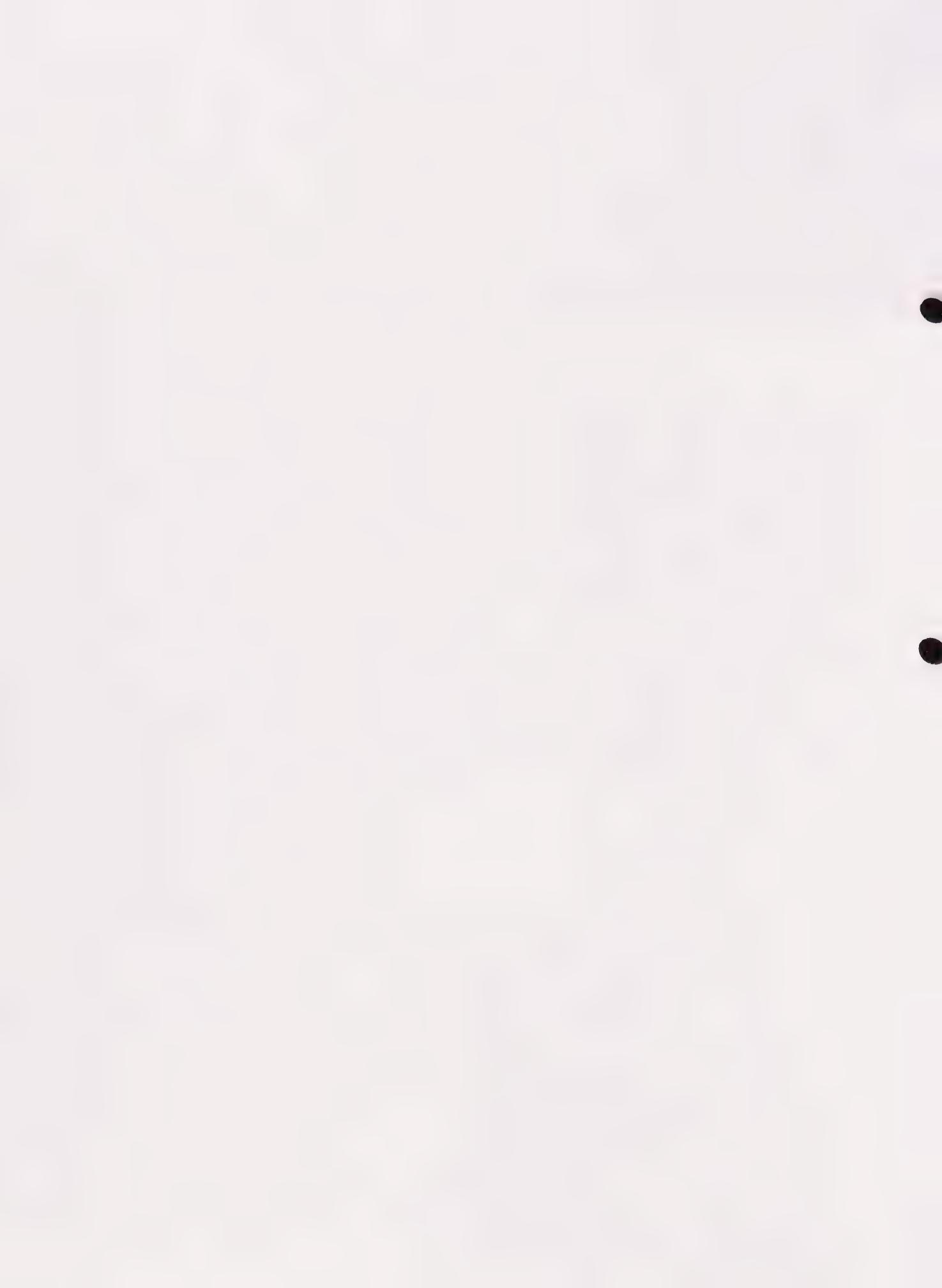
gestion and safety problems that presently exist.

The interference created by Hacienda Boulevard crossing the Southern Pacific main rail line at grade is the principal source of the problem. The five-legged Hacienda Nelson intersection further contributes to traffic hazards and congestion

Nelson Avenue is presently utilized to near capacity during peak hours, and when vacant land served by Nelson is developed, the traffic volume will increase accordingly. The north side of Nelson Avenue, west of Hacienda Boulevard and in the City of La Puente, is bounded by single family homes fronting on Nelson with frequent driveway access therefrom. The numerous driveway access points interfere with traffic flow on Nelson, and Nelson industrial traffic adversely affects the environment of these La Puente homes.



Civic—Financial Center Site



The La Puente Union High School bounds the entire length of Nelson Avenue between Hacienda Boulevard and Glendora Avenue; this is contrary to sound planning principles which recognize that the mixing of children and heavy traffic flows poses serious safety problems.

The odd assortment of old structures immediately west of Glendora Avenue between Old Valley Boulevard and Abbey Street is a picture of blight showing deterioration that has run beyond the limits of rehabilitation.

The structures immediately west of Hacienda Boulevard, next to the Southern Pacific Railroad, are eyesores that have long outlived their usefulness.

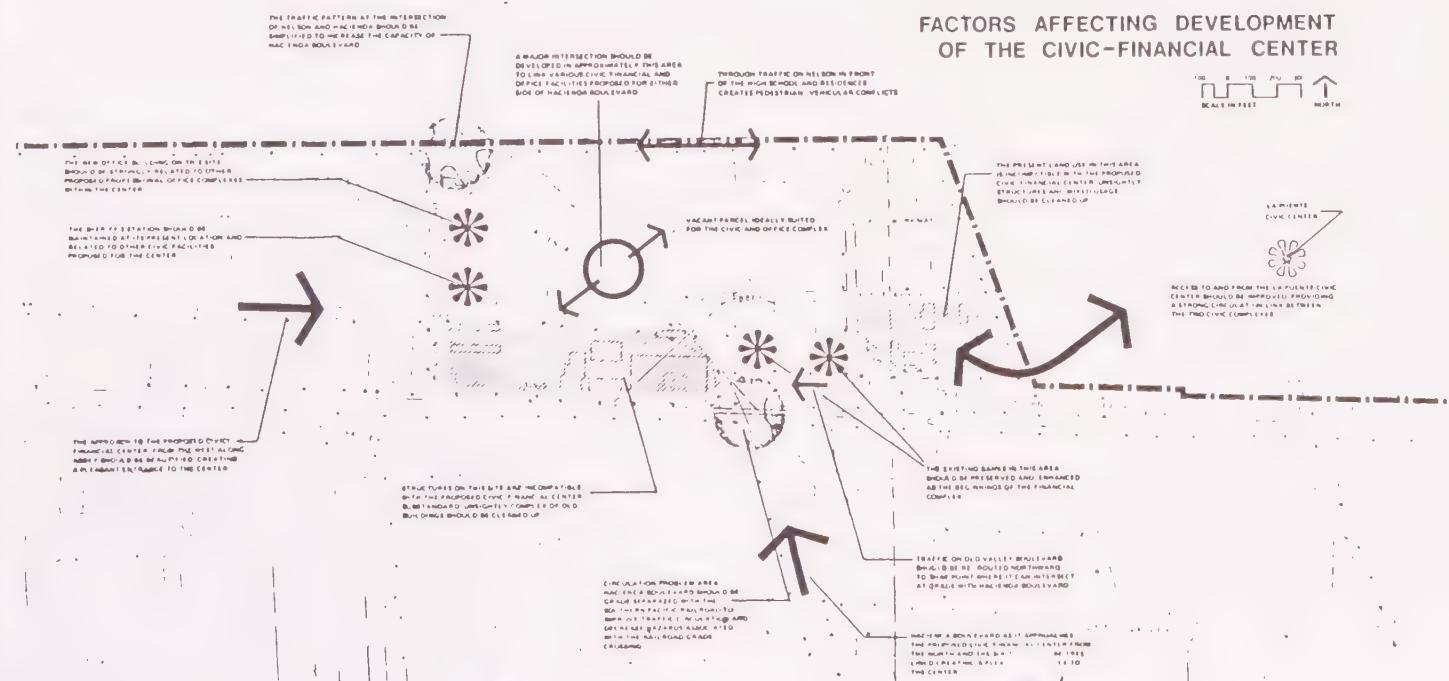
It is encouraging that several banks have seen fit to construct new branch facilities in the midst of this array of dilapidation; this demonstrates how strategic this location is, due

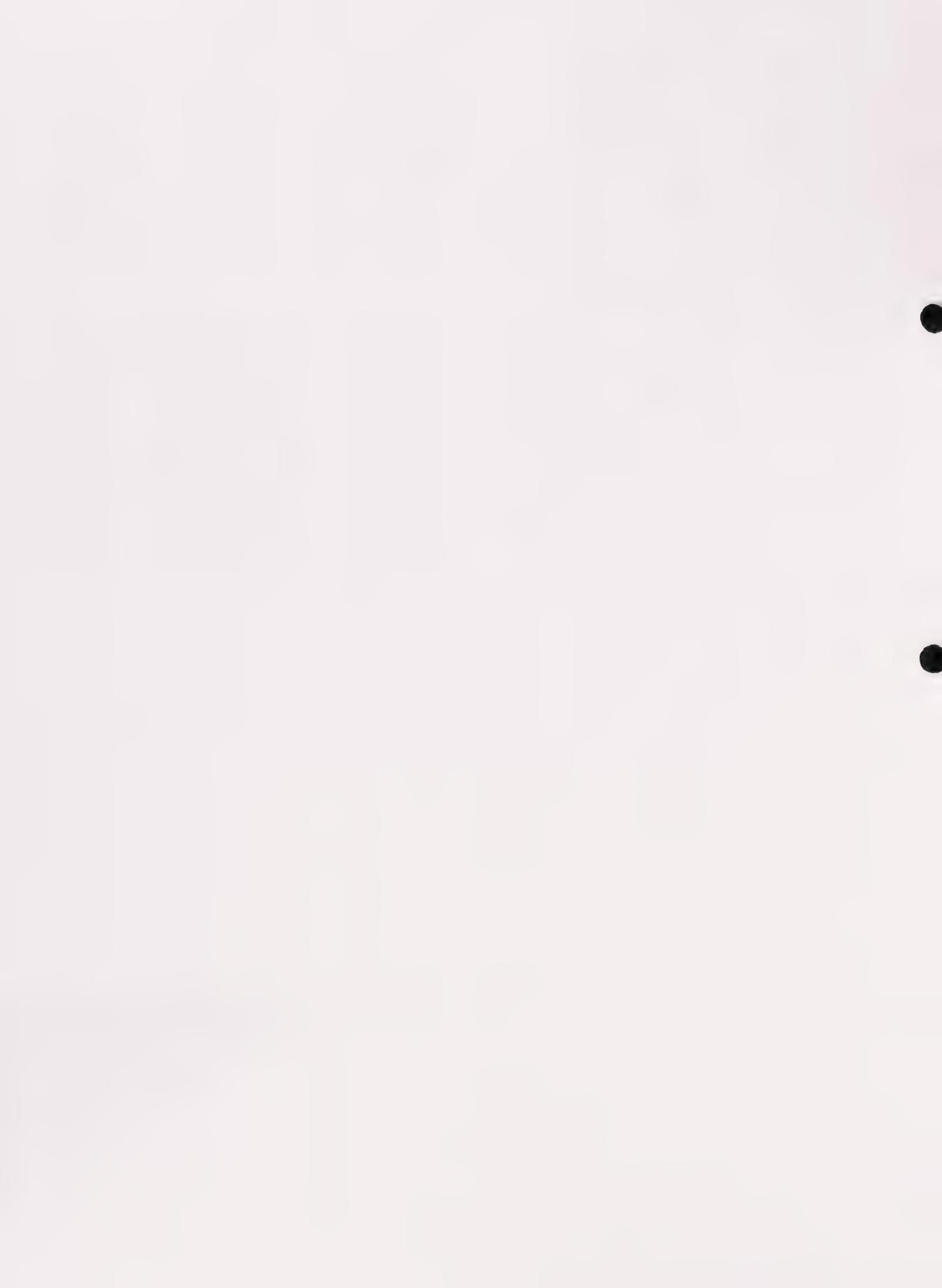
to Hacienda Boulevard exposure and access benefits. However, it is unlikely the true potential of this area can ever be developed as long as its image is downgraded by blighted structures.

The commitment of governmental facilities to this location, the presence of a nucleus of new private development, the continuance of Hacienda Boulevard as a major traffic arterial offering outstanding exposure and access to private investments, and the availability of large tracts of vacant, uncommitted land in combination indicate the civic-financial center project has strong potential if traffic and blight problems are remedied.

Commercial

The General Plan for land use within the City of Industry continues to emphasize manufacturing, distribution and industrial development. The land use designation also allows for commercial, professional and service uses. The latter category of commercial activities





is not only compatible with industrial development, but more importantly, it provides an essential support to both industrial employees and the City's revenue base. This policy is emphasized in the City's Goals and Objectives statement. In the detailed planning phases which follow the adoption of the General Plan, attention should be given to establishing incentives that will bring sound commercial and professional development into the City.

The land use element of the General Plan does not designate specific and individual areas as being the most suitable locations for commercial development except for an approximately 30-acre parcel on Amar Road within the City boundary. As pointed out in the Prologue, the City of Industry plan departs from conventions often associated with other city general plans. This Plan's position relative to commercial uses is a good example of tailoring policy to the unique characteristics of the City.

The General Plan takes a position that the *amount* of commercial development in the City need not be limited by planning policy. The ultimate City of Industry circulation system is capable of accommodating commercial traffic generation in most any part of the City. Commercial uses will be environmentally compatible with their surroundings anywhere

within the City limits, and thus the *location* of commercial uses is not necessary within the context of the General Plan. It is proposed that the amount and location of commercial development in the City be determined by the region's economic forces.

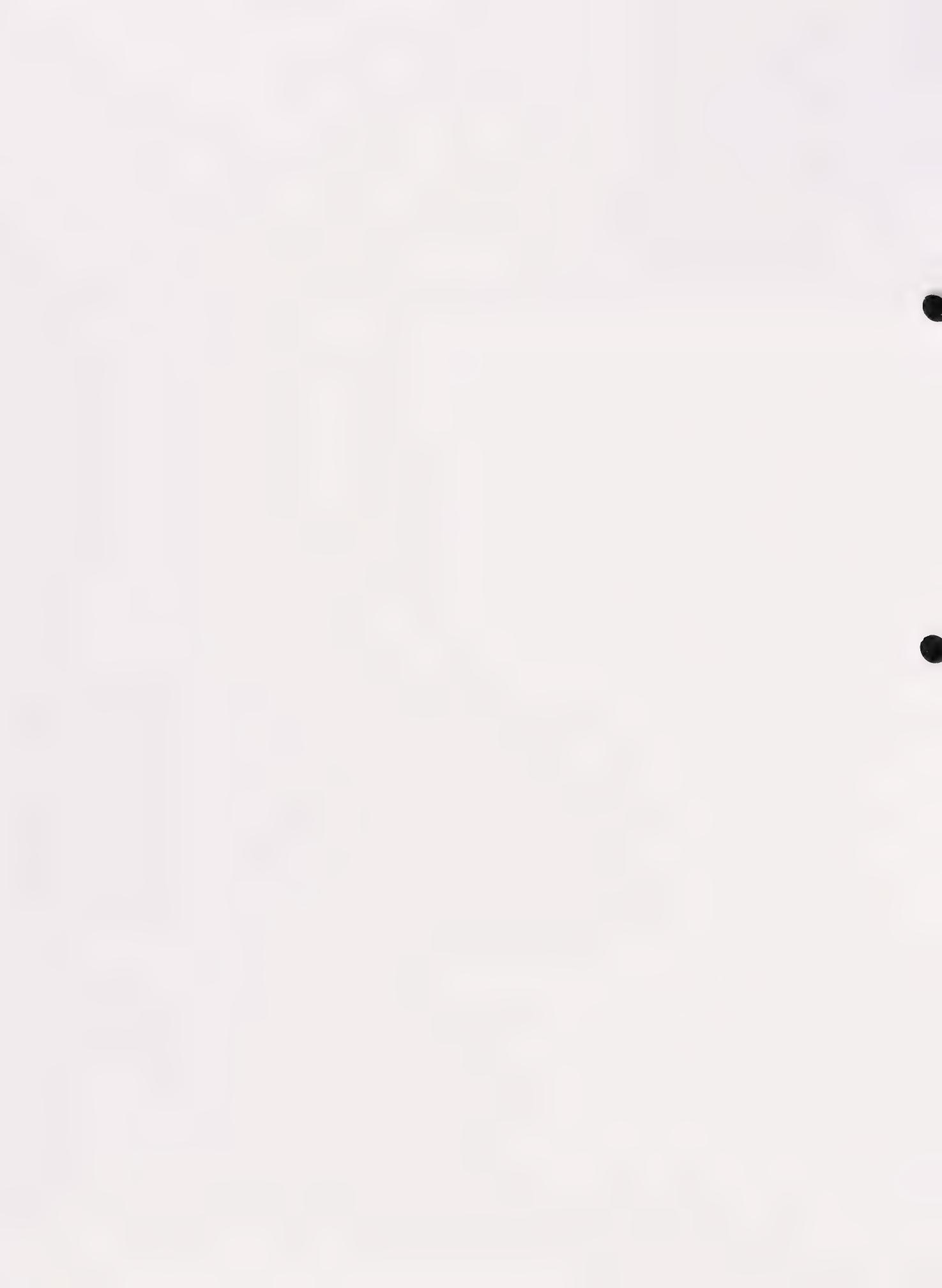
Positive steps should be pursued by the City in respect to commercial development. First, the City zoning ordinance should impose development standards that will heighten the quality and visual appearance of development. This is consistent with a City goal of beautification. Secondly, during the detailed planning phases to follow, locations appearing to have outstanding commercial potential (exposure, size and proportion of property, access, etc.) should be

identified. Studies on commercial potentials may bring to light development opportunities that would otherwise go unnoticed. This action is consistent with a City goal of providing development incentives.

Waste Disposal and Storm Drainage

The sewage trunk system within the City of Industry is a part of the Los Angeles County Sanitation District Network and has a capacity to satisfy the development within the City of Industry anticipated by the General Plan. The treatment and disposal of the waste is accomplished in various facilities existing, under construction and proposed.

There are a number of unimproved drainage courses throughout the City transferring the storm water to the San Jose Creek as indicated on the physical factors and typical obstacles and problems diagrams. During heavy storms, flooding occurs in the land surrounding these courses. It is proposed that, during detailed planning phases following the General Plan adoption, the drainage requirement of all areas within the City subject to flooding be studied with appropriate recommendations for necessary improvements. The recommended solutions along with the program of implementation should be reviewed every year.



Circulation Element

Freeways

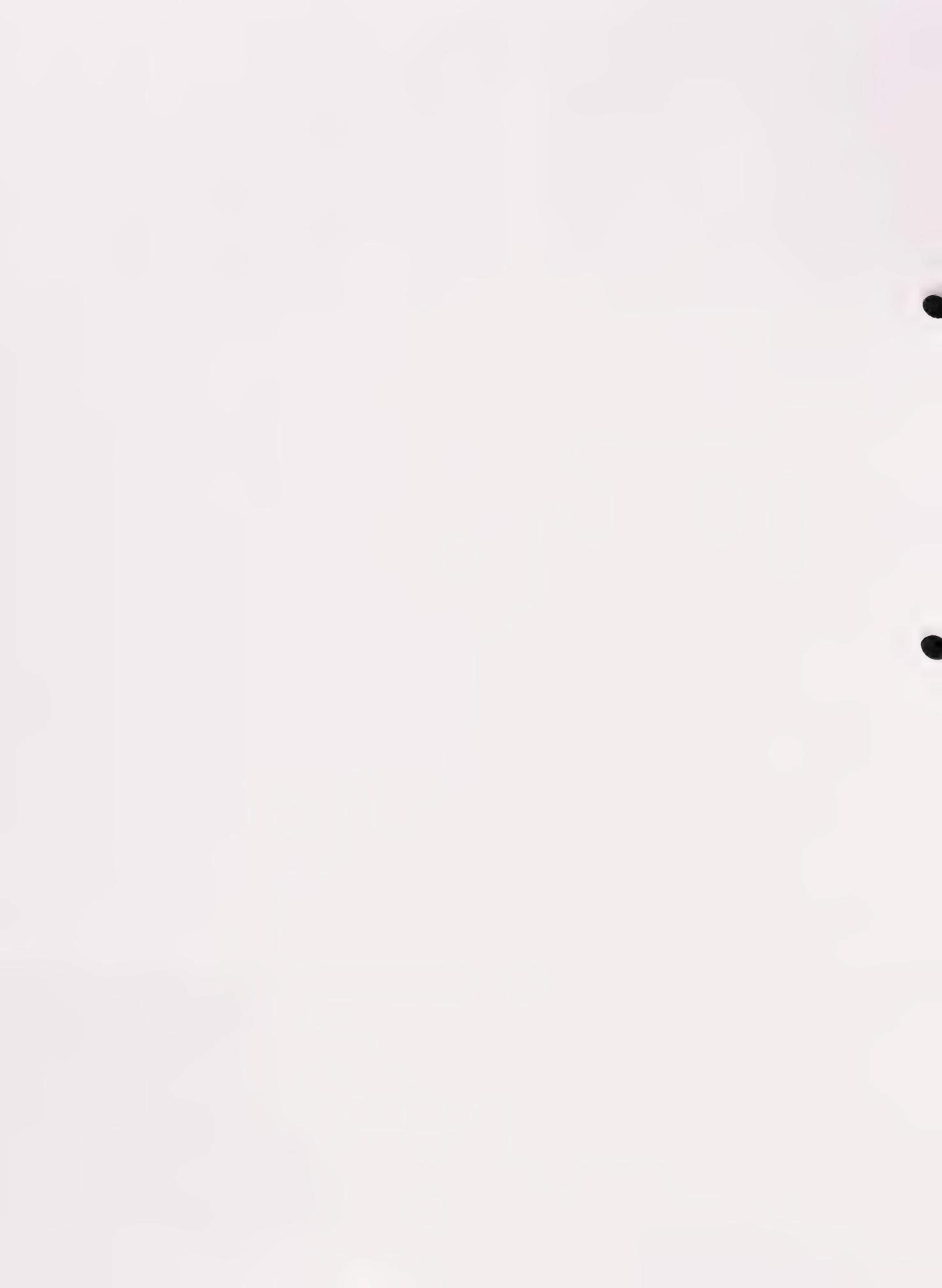
The principal regional facility serving the City of Industry is the east-west Pomona Freeway which provides excellent access from all sections of the Los Angeles metropolitan region. The San Gabriel River Freeway, along the westerly perimeter of the City, provides principle access in a north-south direction, connecting with other freeways. The Pomona Freeway has interchanges at most major and secondary arterial crossings, providing excellent north-south distribution for the City of Industry and to other cities. Interchange ramp improvements and additions are currently proposed at Hacienda Boulevard, Turnbull Canyon Road and Lemon Avenue.

Arterials

The principal east-west arterial serving the City is Valley Boulevard, which is currently a four-lane highway. Colima Road (Fifth Avenue) is another major arterial, southerly of the City, that provides distribution service. Gale Avenue is a secondary east-west highway that serves as a collector street, presently developed to four lanes.

The City is served by numerous north-south arterial highways, including Workman Mill Road, Seventh Avenue, Turnbull Canyon Road, Hacienda Boulevard, Azusa Avenue, Fullerton Road, Nogales Street, Water Street, Lemon Avenue, Brea Canyon, and Grand Avenue, as indicated on the table below.

Highway	Classification	Existing Improvement	Ultimate Improvement
Workman Mill Road	Major	2 & 4 lanes	6 lanes (100')
Seventh Avenue	Major	2 lanes	6 lanes (100')
Turnbull Canyon Road	Secondary	2 lanes	4 lanes (80')
Hacienda Boulevard	Major	4 lanes	6 lanes (100')
Azusa Avenue	Major	4 lanes	6 lanes (100')
Fullerton Road	Secondary	--	4 lanes (80')
Nogales Street	Major	2 lanes	6 lanes (100')
Water Street	Major	2 lanes	6 lanes (100')
Lemon Avenue	Major	2 lanes	6 lanes (100')
Brea Canyon	Major	2 lanes	6 lanes (100')
Grand Av	Major	--	6 lanes (100')



Highway System Compatibility

The pattern of north south arterials, spaced at approximately one mile intervals, provides a high level of arterial service. This pattern is consistent with the overall County Master Plan. These highways extend from the San Gabriel Mountains in the north, across the San Jose Hills and Puentecito Hills, into Orange County and to the ocean.

The principal criteria governing the arterial system are regional needs rather than City needs. Most of the traffic using the north-south arterial system is generated outside the City of Industry; traffic generated internally within the City represents only a portion of the total load that must be accommodated.

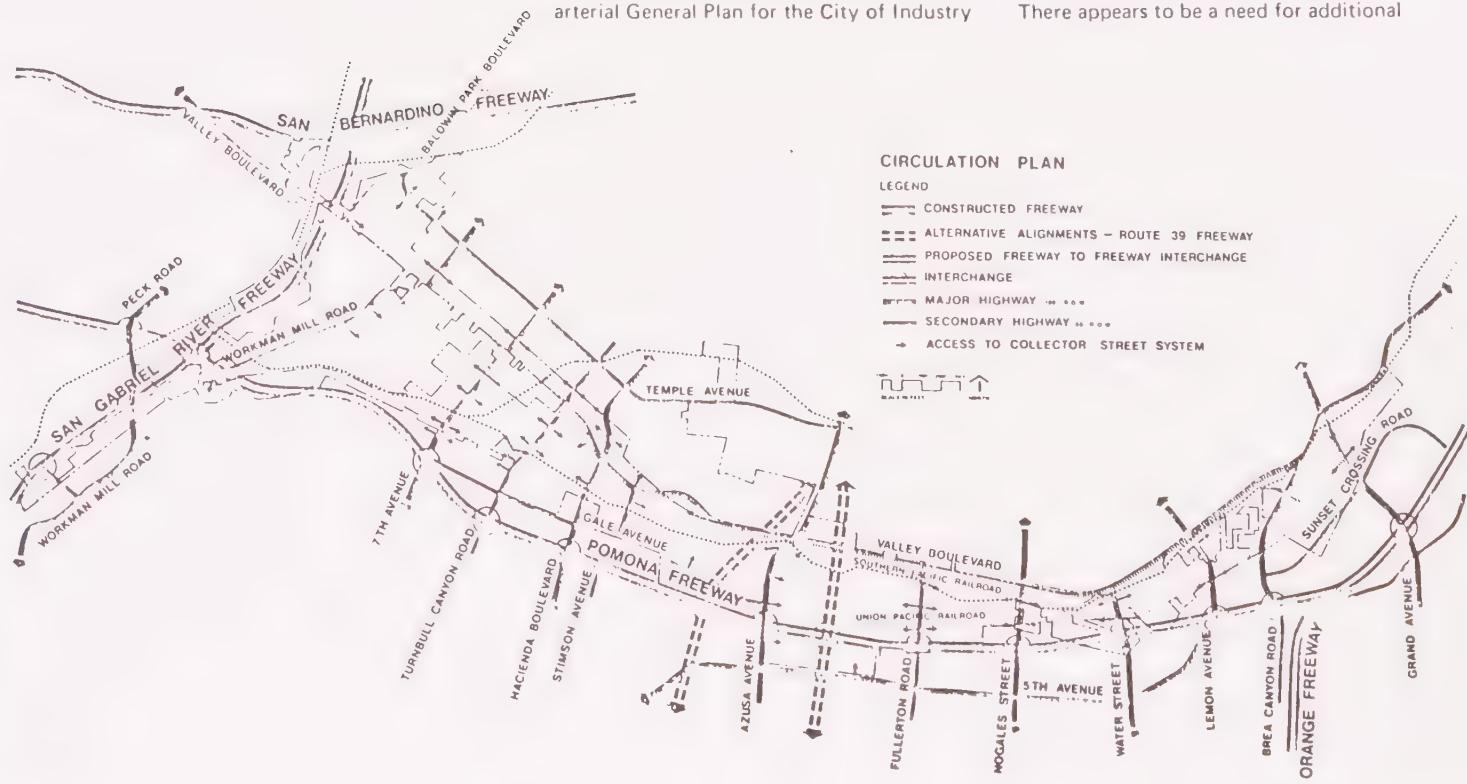
The adequacy of the arterial system is tested by the Los Angeles Regional Transportation Study, which evaluates regional traffic requirements and determines the adequacy of the overall network of freeways and arterials. The arterial General Plan for the City of Industry

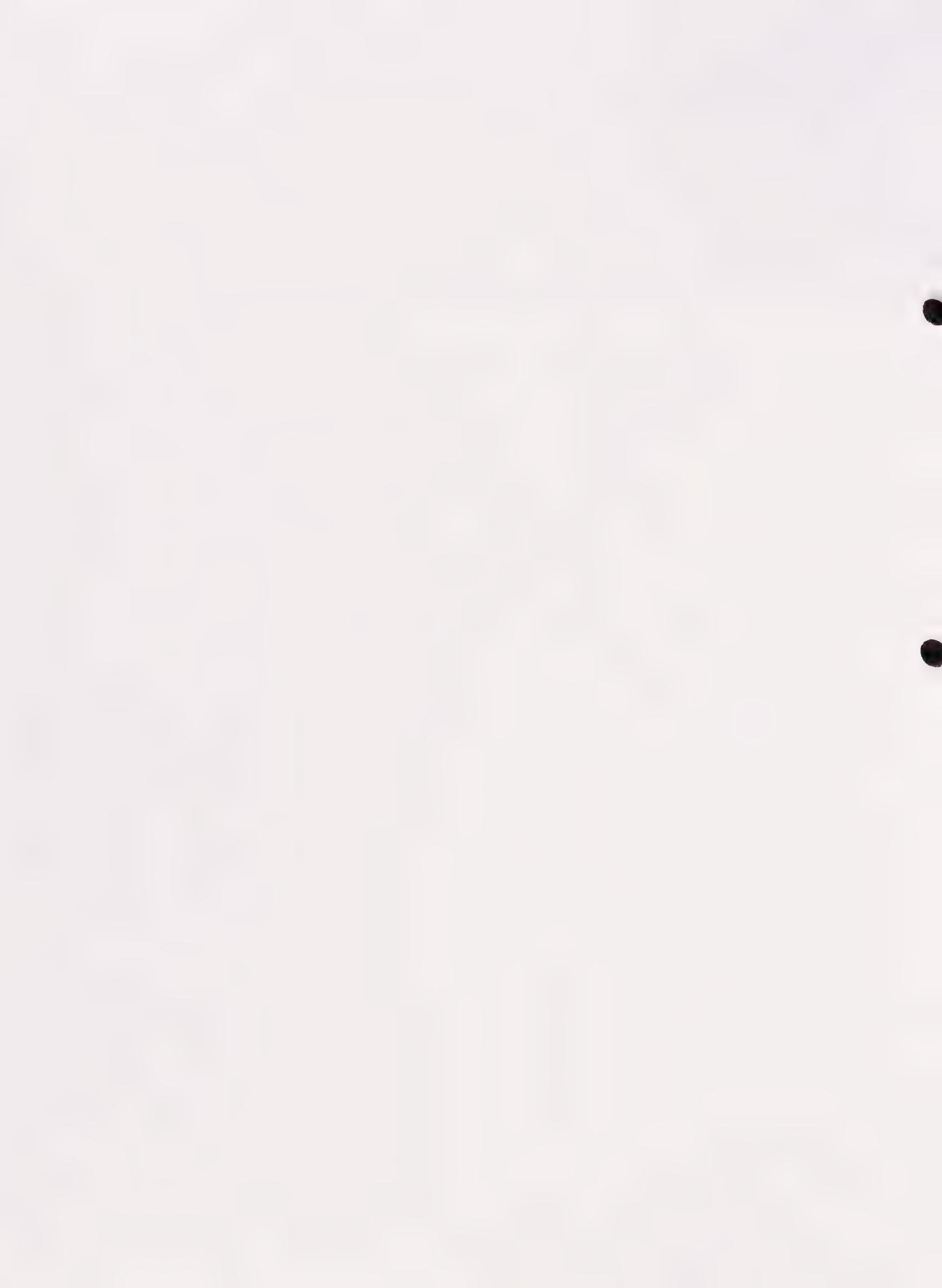
is consistent with the established regional system insofar as major arterials are concerned.

Secondary arterial collectors serve local distribution functions and may be modified to accommodate local requirements. One City of Industry General Plan deviation from the County Master Plan of Highways involves Stimson Avenue, which lies less than one-half mile easterly of Hacienda Boulevard and introduces some difficult alignment and land use problems. It is proposed that the Master Plan of Highways be modified to reflect the City of Industry General Plan recommendations.

Collector Circulation System

Circulation system improvements that primarily concern City interests include improvements to the east-west collector streets that provide access from the north-south arterial system to individual property holdings. The only east-west collector currently included on the County Master Plan is Gale Avenue. There appears to be a need for additional





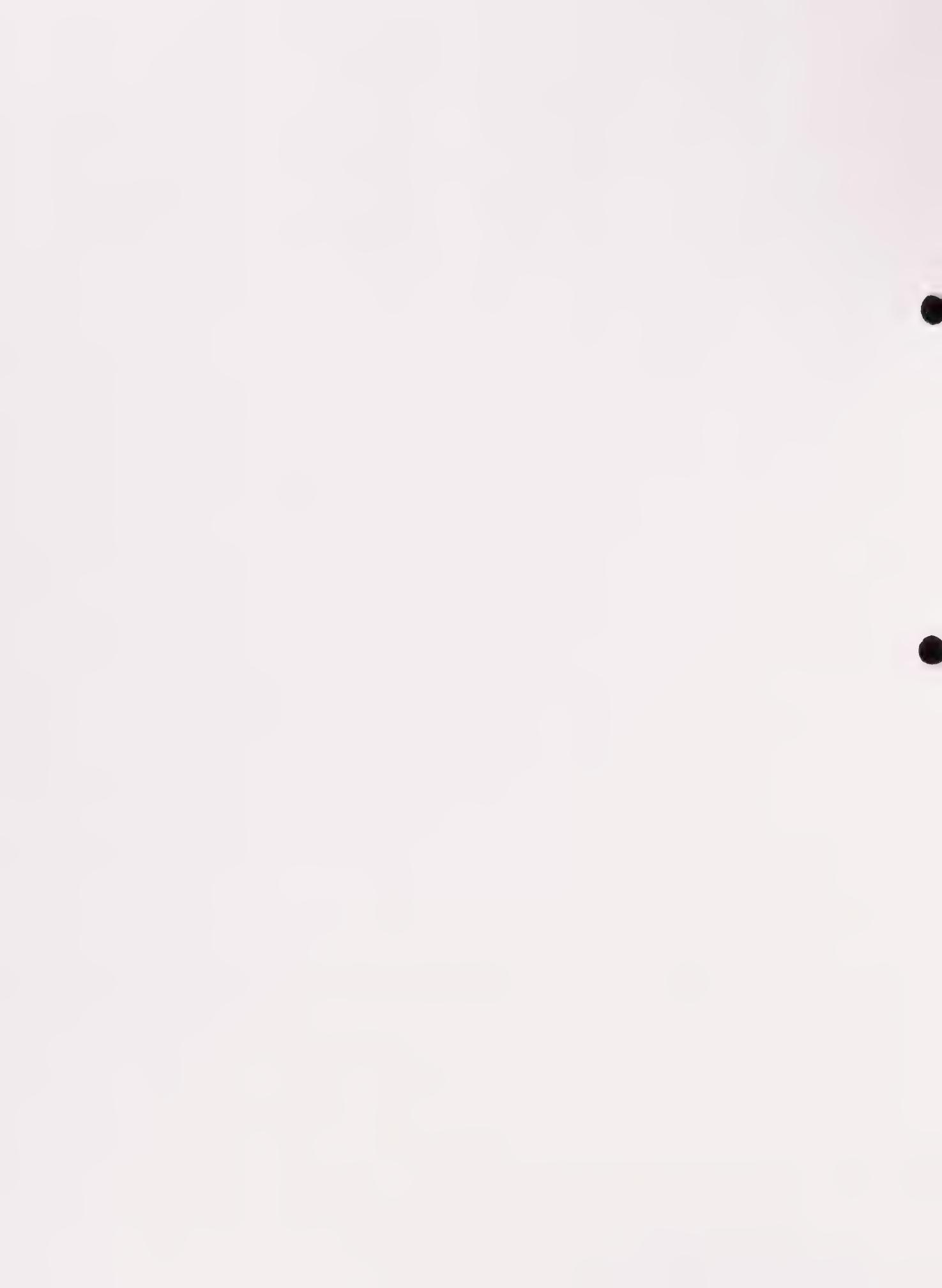
east-west collector streets to connect together discontinuous sections of streets and to provide improved east-west circulation continuity. The location, alignment and street standards to serve this function require studies of the areas to be served. Preparation of detailed plans, therefore, is to follow adoption of the General Plan. After the completion of these studies, additional collector streets will be added to the circulation plan to serve the specific needs of the existing and future developments.

Transportation

The Southern California Rapid Transit District provides bus service to and within the City of Industry and adjoining areas.

The Los Angeles County Regional Planning Commission has developed a long-range Master Plan of Major Transportation Network including air transportation. Their master plan of airports indicates the need for a midrange aviation type of air park in the City of Industry.

The airport designation in the City of Industry General Plan is in accord with the Los Angeles County Regional Planning Commission recommendation with respect to generalized airport location. The identification of any specific site for airport use and the definition of any airport development program are actions that would follow the General Plan adoption.



Housing Element

As stated earlier, a prime City goal is directed to the creation and maintaining of an ideal setting for the operation of manufacturing, distribution and industrial facilities. The environmental demands of residential uses are such that homes are incompatible with the existing uses in the already developed portion of the City (most land in the western portion of the City). Any attempt to bring residential units into the midst of the established industrial pattern is contrary to sound planning principles and destined for failure at the outset. The residents and industries would be equally unhappy with each other and conflicts between these divergent land uses would be never-ending. In fact, a General Plan objective is to upgrade the image of certain areas through the removal of sub-standard housing which has probably been allowed to deteriorate because of incompatibility with the surrounding manufacturing activity.

The eastern portion of the City is characterized by large amounts of vacant land where *existing* industrial plants would not intrude upon future residences. However, other deterrents to housing exist in this narrow band of vacant City land. The heavily trafficked main lines of the Southern Pacific and Union Pacific are aligned through this area impacting land on the northern and southern edges with noise and the generally negative image that railroads have in respect to housing. A major concrete lined flood control channel bisects the remaining narrow band of land and further downgrades the residential prospects.

Thus, the General Plan does not designate any specific area of residential land use within the City. However, it is proposed that the residential element remain within the City of Industry under the following circumstances and conditions:

Where existing residential units are of sound condition, and are compatible with the surrounding land use.

Additional and replacement housing may be

provided through "Planned Unit Development." Such development should have a quality of environment conducive to pleasant and productive living conditions. The non-residential requirements of the population, such as schools, parks, etc., should be analyzed to establish their satisfaction through existing or proposed facilities. Appropriate buffering should be provided so that the residential development will not be adversely affected by such factors as noise, vibration, traffic generation, etc., from the surrounding and adjacent land uses and activities. Detailed plans of any "Planned Unit Development" should be submitted for approval of the Planning Commission and the City Council. Such plans should set forth the development standards pertaining to the number and sizes of units, density, heights and relationships of buildings, setbacks, landscaping elements, and other pertinent data required for evaluation of the proposed project.

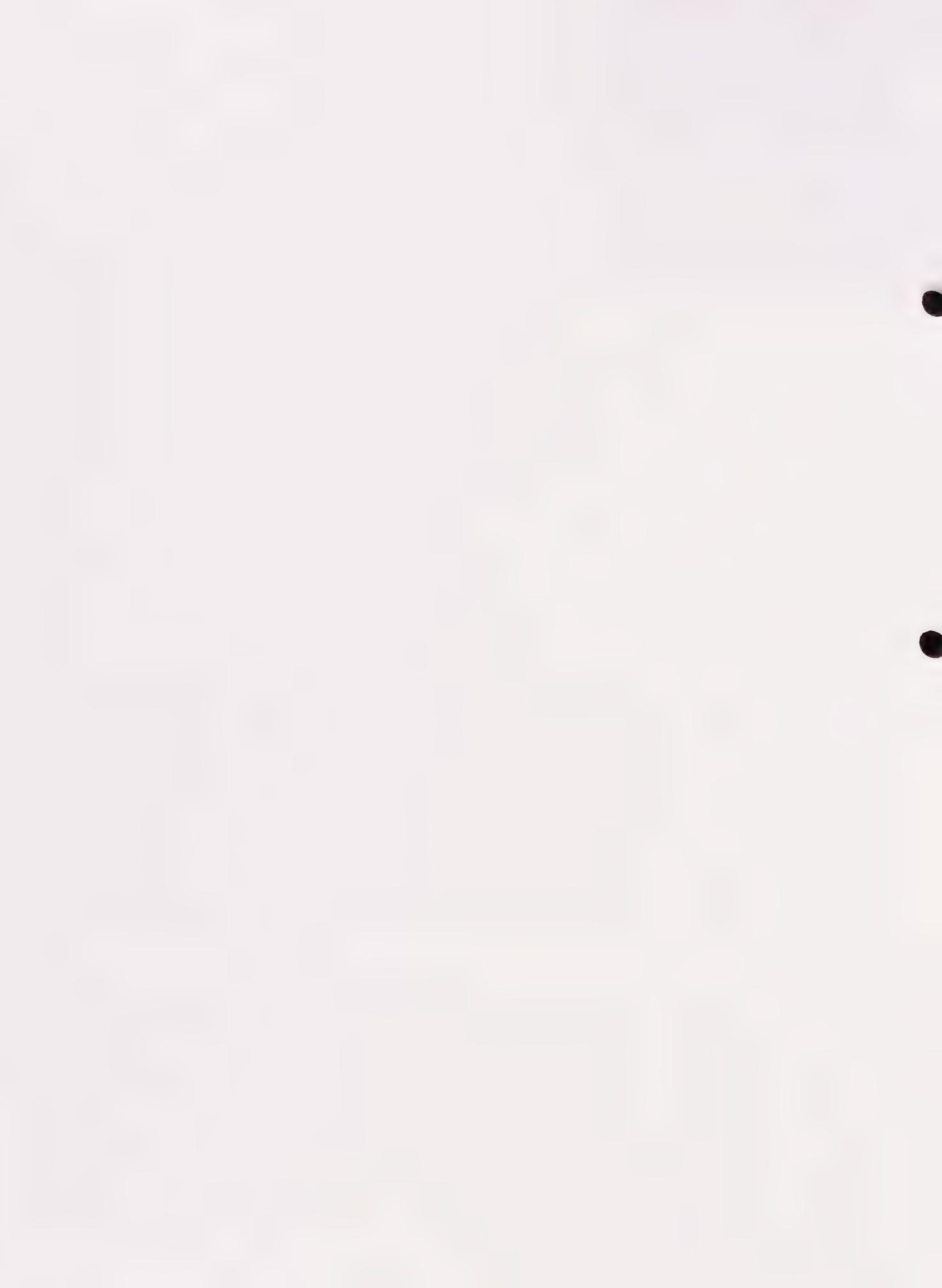
This housing policy, as described above, can furnish inhabitants of the City of Industry with the highest feasible level of environmental quality and adequate diversity relative to socioeconomic needs of the City's population.

This Plan recognizes that wide ranges of housing types, densities and economic levels are presently available in the communities adjoining the City of Industry. It also recognizes the potentials of this housing resource and is in agreement with the general plans of the surrounding communities with respect to

their housing elements. It is the intent of the City of Industry General Plan to complement the land uses in the surrounding residential communities with provision of an environment for employment opportunities for the population of the region, rather than to duplicate the residential facilities.

Conservation Element

In addition to maximizing the development potentials within the City of Industry, one of the objectives of the City in preparing the General Plan is the conservation, development and utilization of natural resources.



The City of Industry is served by a number of water companies utilizing the underground water supply supplemented by resources of the Los Angeles Metropolitan Water District. The sewer and similar services to the City area furnished by other units of government are structured to prevent pollution of underground and surface waters in the City.

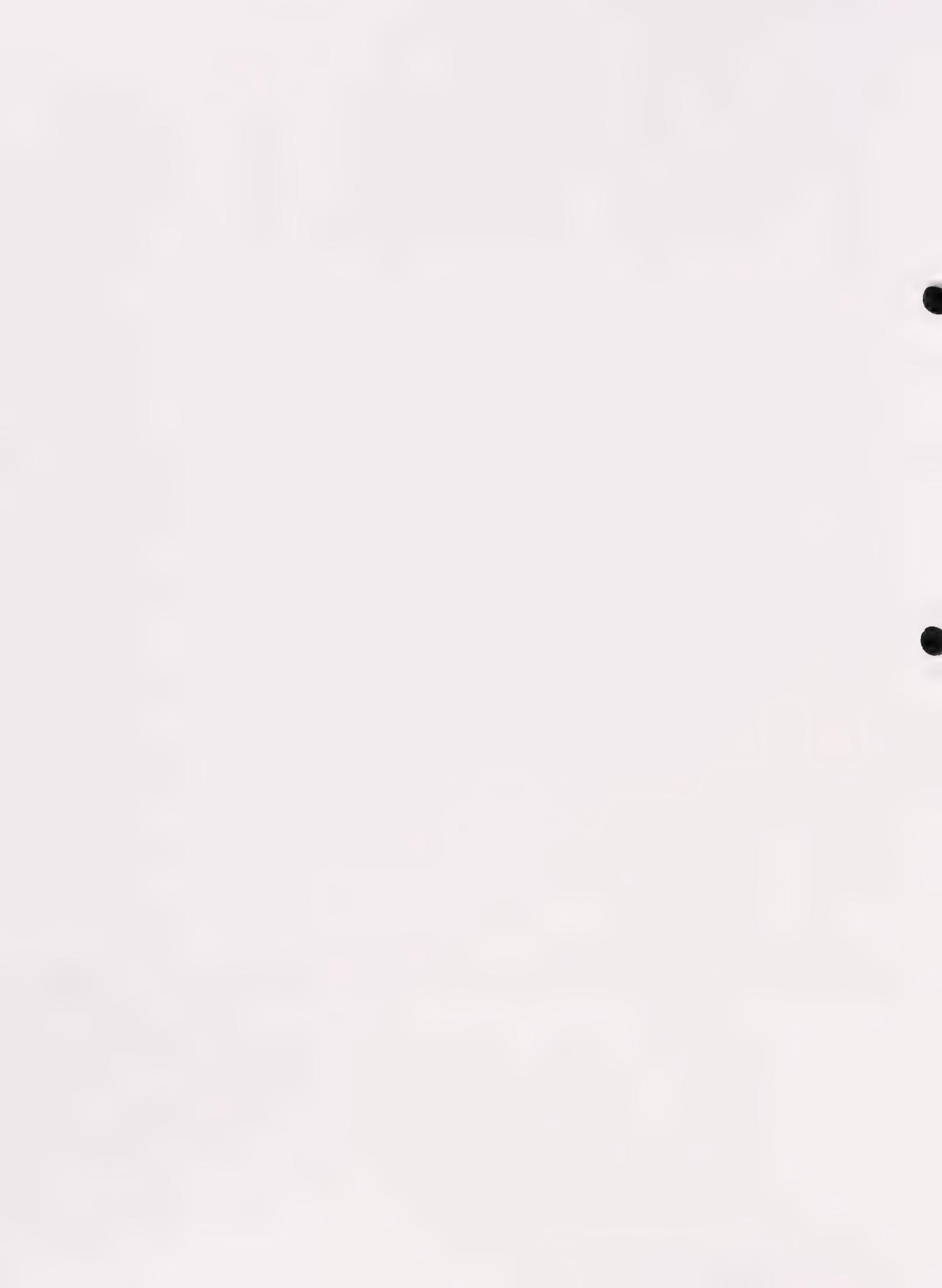
A number of clusterings of trees of various species exist generally on the northwest portion of the 500-acre parcel of land owned by the City west of Azusa Boulevard. This parcel of land has been designated as recreational land preserving and taking advantage of this natural resource.

The concept for the development of a park and recreation element in this area suggests that extensive grading of land in the northwest corner should be avoided in the interest of conservation and the preservation of existing trees. A large segment of the site already has undergone major grading in connection with the sanitary fill operation resulting in massive scarring of the land, the creation of drainage problems and removal of most vegetation. The undertaking of mass grading in areas where the land has already been disturbed is less of a problem and, in fact, is encouraged. It is only through a recontouring of this spoiled land and the implementation of a landscaping program that the site's former beauty can be restored.

There are not sufficient quantities and areas of land with soil condition suitable for economic production of food and fiber, nor is there evidence of significant quantities of gas, oil or other minerals within the City. Thus, no objectives, principles, standards or plans have been developed for conservation, development and utilization of soils, minerals and other nonexistent resources such as harbors, fisheries, wildlife, etc.

Open Space Element

The open space element of the General Plan consists of the recreational land as described in the Parks and Recreation section of the Land Use Element.



Action Proposals



ACTION PROPOSALS

The City of Industry has made great strides since its incorporation in 1957. Employment has grown from 3,300 to 32,000 and industrial firms from 53 to 335. Also, while the overall industrial picture in Southern California is contracting, the outlook for the City itself seems bright. Those factors which have brought firms to the City in the past (location, freeway access, land availability, municipal attitude and so forth), will continue to represent significant competitive advantages in the future, with the result that further expansion and growth of "corporate citizens" is expected. However, to capitalize on these opportunities to the fullest extent possible, while maintaining something close to the current rate of growth, the City must take positive action to accelerate its full development potentials.

It is proposed, therefore, that the City take all necessary steps to improve or eliminate those factors which may have deterred growth in the past—namely, the internal circulation system and the problems of drainage and blight, all of which are likely to become even more of a deterrent to expansion in years to come.

The Stanford Research Institute in a report prepared for the City of Industry in 1964, suggested that the City undertake urban renewal programs in selected areas. A report presently being prepared by Economics Research Associates reinforces this conclusion.

Toward this end, it is recommended that the City adopt the General Plan and pursue detailed planning studies for various areas of the City on the basis of the General Plan's goals, policies, objectives, principles, standards and proposals. Such detailed study should include thorough analysis of physical as well as socioeconomic deficiencies and potentials, formulation of definitive programs of implementation, including financing through legally available methods such as the City, quasi-public nonprofit corporations, urban renewal, joint powers authorities, and State and other governmental assistance.

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